



Many Faces of Entrepreneurship Tournament

Entrepreneurs serve a vital role in the world economy by coming up with innovations that improve living standards and creating novel advances to aid established businesses.

Each year the South Central Washington STEM Network partners with CWU's Institute for Innovation and Entrepreneurship (I4IE) to host the Many Faces of Entrepreneurship Tournament. The partner organizations coordinate and conduct the annual, daylong event to encourage today's high school students to learn how to become tomorrow's entrepreneurs.

Students from high schools across Eastern Washington discover how to create, start, and successfully operate an entrepreneurial venture.

“The tournament is open to all students,” said Bill Provaznik, I4IE director, who also serves as chair of the CWU College of Business (CB) Department of Management. “In years past, we’ve seen lots of participation from students who are interested in business, design, and project management.”

The competition involves student teams, assembled from among the various high schools with the goal of helping them learn about and develop entrepreneurial skills, including business concepts, teamwork, marketing, and responding to competition.

“Eventually, these skills will help them regardless of what they decide on for their careers,” Provaznik said.

The MFE tournament engages students in a design and marketing challenge. Teams comprised of students from different high schools collaboratively work together to develop a new and innovative product to meet customer needs. Each team will have administrators, designers, marketers, purchasers, researchers, and cross-function coordinators. Half of each student team will comprise the marketing unit. The other half will be designers. The teams are provided guidance and support from CWU student mentors as they develop their innovation and marketing pitch. The teams then present their designs to CWU student judges who determine which team advances to the final round of the competition.

At the tournament’s conclusion, four finalists will pitch their innovative product design to a panel of Super Judges, who are noted professionals and educators who volunteer to help with the program. These Super Judges provide constructive criticism and feedback, and then present awards to students comprising the winning team.