

# IDEA LAB 2021

**TUESDAYS, 11:30 A.M. - 1:00 P.M.**  
**SEPTEMBER 28 - NOVEMBER 2**  
(IN-PERSON AND ONLINE OPTIONS)

Join us for this six-week training with opportunity to compete for \$10,000 in prizes!



## Here's How It Works:

### **PARTICIPATE IN WEEKLY IDEA DEVELOPMENT SESSIONS**

Tuesdays, 11:30 a.m. - 1:00 p.m., Sept. 28 - Nov. 2  
(join us in person or online)

### **DEVELOP YOUR BUSINESS PLAN (STEP-BY-STEP, WITH OUR HELP)**

Includes market research, financial plan and projections, strategy, and more!

### **COMPETE FOR UP TO \$10,000 IN FUNDING**

Review, revise, and submit your plan to SIU's 2021 Business Plan Competition.