

Gator Retail Entrepreneurial Hatchery

The Gator Retail Entrepreneurial Hatchery is a new addition to this year's Big Idea Business Plan Competition. A strategic partnership between the J. Wayne Reitz Union, the Entrepreneurship and Innovation Center and the Miller Retail Center, it is designed to provide student entrepreneurs with a unique opportunity for experiential learning.

Teams must submit the Intent to Compete for the regular Big Idea Business Plan Competition, and then should check the box indicating that the team would also like to compete for space in the Gator Retail Entrepreneurial Hatchery. Teams that elect to be considered for the Gator Retail Entrepreneurial Hatchery will be competing for the chance to execute their business idea in a real retail environment at the Reitz Union. The winners will be rewarded with:

- A lease for a high-traffic space in the heart of the newly renovated Reitz Union for the academic year from August 2016 through April 2017
- Same benefits that are offered to residents of the Gator Hatchery at the Entrepreneurship and Innovation Center (EIC) in the Warrington College of Business Administration, which includes access to a broad network of successful entrepreneurs and investors, the GatorBucks program, entrepreneurial resources and advice, Student Entrepreneurial Law Clinic, and other support that helps student startups launch their ventures.
- Exclusive advising from representatives of the Miller Retail Center and retail support from the UF Retail Society and student interns.
- Furnished office space adjacent to the business area, including storage, furniture, equipment, and software.

Winners will be selected by a designated panel of judges, which will include entrepreneurs, investors, retail experts, and representatives from the Reitz Union Board of Managers (a student advisory board for the Reitz Union). Finalists will be asked to present their business plan to the judges. The selection process will be conducted concurrently with the Semi Finals and the Finals of the Big Idea Business Plan Competition and the winner will be announced at the Awards Banquet following the Final Presentations.

Limitations:

Products and services in direct competition with entities currently offering said products and services in the J. Wayne Reitz Union will not be considered, in addition businesses involving alcohol, tobacco, firearms or wagering are strictly prohibited.