

# From **idea** to **business concept** in 4 hours



**PICK:**  
Participants form teams around their favorite ideas.

**PERCOLATE:**  
Teams work with coaches to transform ideas into business concepts.

**PITCH:**  
Groups pitch investors and win awards.



## **RACE FOR INNOVATION** *the ideation challenge*

Tuesday, June 19, 2012  
1:00pm—5:00pm  
JHU/APL Kossiakoff Center  
11100 Johns Hopkins Road  
Laurel, MD 20723  
Cost: \$25 / \$15 for students

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**HOWARD**  
**COUNTY**  
**MARYLAND**  
Economic Development Authority



Have you always wanted to start your own innovation-based company?

Are you an investor or employer looking for new ideas or innovative talent?

Are you an inventor or Tech Transfer Office with exciting research that has commercial potential?

Gather with the brightest entrepreneurs, inventors and investors in Maryland to experience an intensive, hands-on, and fun competition that takes participants through a fast-paced process of turning ideas into potential business opportunities in just 4 hrs.

**What do you need to participate?**

This exercise requires high energy (or a lot of caffeine) and an open, creative mind. Bring your own idea or technology-based IP if you have it.

**Prizes: 1st Place \$2,000 2nd Place \$1,000 3rd Place \$500**

For further information: 410 313-6550

Mail check to: Howard County Economic Development Authority  
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**Maryland Center for  
Entrepreneurship**  
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