

Governor's Cup Enters Homestretch

**By Scott Shackelford - 3/19/2010 10:43:56 AM**

Several budding capitalists were recently chosen to participate in the next round of the Donald W. Reynolds Governor's Cup Graduate and Undergraduate Business Plan Competition.

A total of 12 undergraduate and five graduate teams will advance beyond the 50 groups representing 14 schools that entered the statewide contest.

"Our goal has always been to encourage the development and commercialization of ideas and technologies originating in Arkansas universities," Arkansas Economic Acceleration Foundation executive director Kerri Daniels said in a brief announcement. "Year after year, we see some amazing ideas and a lot of talent right here."

Among other things, the Governor's Cup helps competitors gain access to business networks and capital investors, learn about new business planning skills and even a degree of media exposure.

The 12 advancing undergraduate teams must begin work on a 20-minute presentation, with a Q&A session to follow. Judges will choose the six undergraduate teams who will compete in a final round of oral presentations for three top prizes on April 9 at the Peabody Hotel in Little Rock.

Cash prizes totaling \$114,000 will be awarded April 19, at the State House Convention Center.

The ceremony will also include an elevator pitch competition, in which finalists make 90-second potential investor pitches for the audience and judges. Five undergraduate teams each from the University of Arkansas and John Brown University and five graduate-level teams from the UA will get a chance to participate in that competition.