

Gustie Entrepreneur Cup: A Special Nobel Conference Competition

Gustavus students are invited to compete in the Nobel Conference Entrepreneurship Competition, with a top prize of \$1000.

Each year, the Nobel Conference provides Gustavus students with a unique opportunity to explore revolutionary, transformative and pressing scientific questions, and the ethical issues that arise along with them. For some students, the conference is a life-changing experience for students, one that inspires them to work in fields they might not otherwise have considered. This year, the Nobel Conference is partnering with the Gustie Entrepreneur Cup to invite students to develop entrepreneurial solutions to problems and challenges explored at the conference.

Recipients of the \$1000 will be expected to use the prize toward the development of their idea, and to participate in the 2019 Gustie Entrepreneur Cup.

Selection criteria: Video pitches will be judged based on incorporation of ideas discussed at Nobel Conference, originality of the proposed solution, its feasibility, and scalability. Entries will be evaluated by a panel of alumni judges.

Submission: To participate, students must complete two steps:

- (1) Submit a tentative description of your idea
- (2) Submit a 3-minute video pitch.

Both should be sent to entrepreneurship@gustavus.edu

Specifications: The video pitch needs to answer the following questions: What problem are you trying to solve and for whom? What is unique or innovative about your approach? Can your idea be replicated at a larger scale? Is your idea technologically and financially feasible? 3 minutes maximum.

Deadline: Tentative descriptions should be submitted by Monday, October 15 by 5 p.m. Videos must be submitted by Monday, November 12 by 5 p.m.

Announcement of winners: The winner will be notified by Monday, December 10, and will be announced on the Nobel Conference webpage.

Eligibility: To be eligible, all participants must be students at Gustavus Adolphus College as of December 1, 2018. Students can participate individually or as teams.

Questions about the competition: Contact Marta Podemska-Mikluch (mpodemsk@gustavus.edu) or Lisa Heldke (heldke@gustavus.edu).

Examples

Scroll down for pitch examples on [this website](#).

Check out the [Outdoor Advisors](#) website, a company established by Joncarlo Westerlund (2017), winner of the 2016 Gustie Entrepreneur Cup and a finalist of the MN Cup.

Examples of Soil Entrepreneurship

Organic Mechanics - recognizing the potential growth in U.S. garden market, Mark Highland developed an environmentally sustainable potting mix and founded [Organic Mechanics](#) in 2006. Instead of peat, Organic Mechanics' mixes contains compost, which requires less watering and is reusable for a second season. Highland's product was the first compost-based potting soil available on the East Coast approved by the Organic Materials Review Institute. From just one product, Organic Mechanics is selling fourteen different products for independent garden centers and Whole Food Markets on the East Coast and expanding to Midwest areas.

ENCAP: Grass repair, soil solutions, and flower kits with a low environmental impact

<https://www.twincities.com/2007/08/27/entrepreneur-hopes-polymer-will-help-heal-soil-after-forest-fires/>

mOasis - “mOasis is making a non-toxic gel-like soil additive that helps seeds get farther on less water. It works by holding extra water near a plant’s roots and releasing it as the soil dries out. A field test from UC Davis found the product provided 30% yield increase for broccoli - using 25% less water.” <https://moasisgel.com/>

Trace Genomics - “It’s 23andMe for soil health: using machine learning and genomics testing, Trace Genomics can ID microbes and other biological data in soil, helping farmers maximize yields. It’s raised \$4 million to develop their tech and has worked with big ag concerns like the Western Growers Association and Driscoll.”

<https://www.tracegenomics.com/#/>

More examples here: <https://agfundernews.com/startups-using-technology-improve-soil-health.html>

<https://news.microsoft.com/transform/urban-agriculture-company-soil-seed-startup-success/>