

Startup Vikes - Press Release Draft - Current as of January 4, 2016

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**Cleveland State University to Host Startup Vikes
Friday, February 19th through Sunday, February 21st**

Annual Weekend Event Provides Pathways for Cleveland-area Entrepreneurs

CLEVELAND (Week of January 11th, 2015) – The third annual Startup Vikes event will be held Friday, February 19th through Sunday February 21st and will offer developers, designers, marketers, inventors, entrepreneurs and startup enthusiasts an opportunity to share ideas, form teams, build prototypes and launch a business within one weekend.

Using Lean Startup methodologies, the weekend event begins on Friday with pitches, voting for the top ideas and team formation. A series of workshops guide participants through building a business including business modeling, customer development, branding, revenue/financial models, legal and pitching to investors.

A Cash Infusion and Prize Packages are awarded to the top three businesses formed from the weekend.

“Startup Vikes provides a pathway for entrepreneurship,” said Colette Hart, senior director for the Centers of Outreach and Engagement. “It demonstrates Cleveland State University’s commitment to providing innovative programming that engages beyond the classroom and impacts the greater community.”

Hosted on the Cleveland State University campus in Fenn Tower, tickets are \$49 for students and \$99 for community members. The cost of tickets includes all workshops, meals from Friday night through Sunday night, snacks, beverages, resources and more. Registration is at: www.startupvikes.com

About Cleveland State University

Founded in 1964, Cleveland State University is a public research institution that provides a dynamic setting for Engaged Learning. With an enrollment of more than 17,000 students, nine colleges and more than 200 academic programs, Cleveland State University was again chosen for 2015 as one of America’s best colleges by U.S. News & World Report. Learn more about Cleveland State University at www.csuohio.edu, on Facebook and by following @CLE_State on Twitter.