

# MOTIVATE MICHIGAN

## A Corporate Sponsored Collegiate Competition for Economic Impact

2010



Competition,  
Judging, Selection,  
Implementation Plan

MICHIGAN'S  
ECONOMIC  
OUTLOOK

**Be a Participant.  
Be a Sponsor.  
Be a Voter.**

For information: 248.352.8650  
[www.MotivateMichigan.com](http://www.MotivateMichigan.com)

*"The Motivate Michigan Initiative is a unique competition designed to foster innovation and entrepreneurship," said Governor Jennifer M. Granholm. "Through this initiative we may well discover ideas that can be used in our effort to transform Michigan's economy and create jobs so we encourage as many people as possible to participate."*

The Michigan economy needs **tangible improvement**. The objective of "Motivate Michigan" is to **initiate creative ideas to improve the economy of Michigan**.

Incoming freshmen and students enrolled in Michigan's colleges and universities will **compete for scholarships and internships** provided by Sponsoring Companies and Organizations. Teams and individual students will submit ideas online to improve the Michigan economy. The ideas will be judged on creativity, originality, practicality, and the potential economic impact to the state of Michigan. **A Feasibility Study will be developed for the winning idea and will be presented to the logical executive sponsor for funding and support.**

**Jan-Mar 2010: Students submit ideas online**  
**April 2010: Voting online by the public**  
**May 2010: Winning Idea Selected**