

# IVY MBA MIND TO MARKET

Iowa State University, Ivy College of Business  
March 6-8, 2025

## Purpose

The Ivy MBA Mind to Market Case Challenge brings together science and technology-related organizations and entrepreneurial-minded MBA students for an intense, two-day innovation challenge.

The Ivy College of Business has partnered with the Iowa State University Pappajohn Center for Entrepreneurship to create an exceptional applied learning experience for MBA students interested in innovation and entrepreneurship. The live case will be drawn from a tenant in the Iowa State Research Park, a 220+ acre innovation community and incubator for new and expanding businesses in Ames, Iowa.

### Eligibility

- 3-4 full-time MBA students per team
- Limited to nine invited teams, including the host university

Cost	Team Awards
<ul style="list-style-type: none"><li>• Registration fee</li><li>• Meals covered by host university during the two-day challenge</li><li>• Teams are responsible for their hotel costs</li><li>• Teams are responsible transportation costs to and from the challenge</li></ul>	<ul style="list-style-type: none"><li>• <b>Final Round</b><ul style="list-style-type: none"><li>○ First: \$5,000</li><li>○ Second: \$3,000</li><li>○ Third: \$1,000</li></ul></li><li>• <b>Divisional Rounds</b><ul style="list-style-type: none"><li>○ Best Presenter: \$250</li><li>○ Best Q &amp; A: \$250</li></ul></li></ul>

Want to learn more? Please e-mail Sarah Wilson, Director, Professional Masters Student Services at [slwilson@iastate.edu](mailto:slwilson@iastate.edu).

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## SCHEDULE of EVENTS

Thursday, March 6

***Gerdin Business Building***

***Kingland Hub (1450 Gerdin)***

5:30 – 6:30 p.m. Welcome reception and social

6:30 – 7:30 p.m. Social at CyBowl & Billiards

Friday, March 7

***Economic Development Core Facility***

***ISU Research Park***

7:20 a.m. Van departs hotel (for those needing a ride)

7:30 – 8:00 a.m. Breakfast

8:00 – 11:00 a.m. Case competition welcome

11:15 – 11:45 a.m. Introduction of case challenge and final instructions

11:45 a.m. – 12:00 p.m. Team worktime

12:00 – 12:30 p.m. Lunch (grab and go)

2:30 – 6:00 p.m. Team worktime

6:00 – 7:00 p.m. Dinner

7:00 – 11:00 p.m. Team worktime

11:00 p.m. Van to hotel (building closes at 11:00 p.m.)

## Saturday, March 8

### *Economic Development Core Facility*

### *ISU Research Park*

7:00 a.m.	Deadline for submitting presentations
7:20 a.m.	Van departs hotel (for those needing a ride)
7:30 – 8:15 a.m.	Breakfast and presentation order announced
9:00 – 10:00 a.m.	Divisional round (rooms 1112, 2301, 2302)
10:00 – 11:00 a.m.	Divisional round
11:00 a.m. – 12:00 p.m.	Divisional round
12:00 – 1:00 p.m.	Lunch
1:30 – 2:30 p.m.	Final round (Executive Board Room)
2:30 – 3:30 p.m.	Final round
3:30 – 4:30 p.m.	Final round
5:00 – 7:00 p.m.	Banquet and awards program <i>Van to hotel at 7:00 p.m.</i>

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## ADDITIONAL INFORMATION

### Travel

All teams are responsible for making their own travel arrangements (flight, driving, etc.) and covering their own costs to travel to Ames, Iowa. If you are flying, the closest major airport is the [Des Moines International Airport \(DSM\)](#), which is a 45-minute ride by Uber/Lyft/taxi, [Executive Express](#), or rental car to Ames, Iowa.

### Lodging

Iowa State University has reserved a block of rooms at the Gateway Hotel in Ames at a special group rate for March 6-9, 2025. Your \$200 registration fee will be applied toward your hotel accommodations. Teams are responsible for reserving their own rooms at the Gateway Hotel and paying the remaining balance. **A registration link will be provided to access the special group rate, along with a reservation deadline.**

Registration for the challenge is \$200 and is paid at the time of registration. Registration is non-refundable.

### Parking

If you are driving to Ames or renting a car at the airport, there is free parking at the hotel and the Economic Development Core Facility, and free parking on campus during the Thursday evening welcome reception.

### Van Service

Iowa State University will provide van service between the hotel and event spaces. This includes the Gateway Hotel, Iowa State University campus, and the Economic Development Core Facility. Departure and arrival times will be communicated. Van service utilization will be asked in a second survey once your university has officially registered for the competition. If your team anticipates needing more travel flexibility, you are advised to rent your own transportation for use throughout the competition.

**Teams are responsible for their own transportation to and from the airport.**

## Important Addresses

<b>ISU Research Park</b> 1805 Collaboration Place Ames, Iowa 50010 <i>(Location of case competition)</i>	<b>Gerdin Business Building</b> 2167 Union Drive Ames, Iowa 50011 <i>(Thursday night reception)</i>
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## Questions?

If you have any questions about travel, parking, shuttle services, or anything about the Mind to Market Case Challenge, please contact Ava Swanson at [avswan24@iastate.edu](mailto:avswan24@iastate.edu).