Dollar$ for Dream$

Earn money, win cash!

Student Entrepreneur Pop-up Shops

Details and information

Are you an aspiring entrepreneur with products (goods or services) to sell? Earn money on campus at Lakeland during Entrepreneurship Week by setting up your pop-up shop! Students do not need to be business owners to participate. Any student with a good they have produced or a service they currently offer is welcome to apply. Follow the steps below to get started:

1. Gather a team of up to three students or represent your product solo. This event is open to all Lakeland students.
2. Complete the application form at lakelandcc.edu/ec before Oct. 24, 2019.

Pop-up Shop Details

- This event is open to all Lakeland students of all majors and programs of study.
- Student entrepreneurs interested in participating will be given space on campus to set up a pop-up shop in Lakeland's Student Center Atrium on Nov. 13 and/or Nov. 14, 2019.
- Students who meet application requirements will be awarded $50 to use toward decorating, creating marketing materials for and setting up their pop-up shop table.
- Students will be provided a six foot table (uncovered) with two chairs.
- Students will be given resources on how to develop an attractive table/pop-up display.

Pop-up Shop Schedule

- <u>Wednesday, Nov. 13 & Thursday, Nov. 14</u>
  - 10-11 a.m. – Table set-up
  - 11 a.m. – 1 p.m. – Sales open
  - 1-1:30 p.m. – Breakdown and reporting of same day sales

Additional Information

- Cash prizes will be awarded based on each day's most successful shops. Categories and criteria for the prizes are:
  - Highest one-day sales of goods ($50/day)
    - o Awarded to the shop that records the highest sales per day.
  - Best exhibit ($50/day)
    - o Voted by panel of judges based on defined rubric.
  - Best sales pitch for service businesses based on defined rubric.
- Pop-up shop setup coaching will be available to all students before the event. Contact Gretchen Skok DiSanto at gskok-disanto@lakelandcc.edu or stop by T-114.

Lakeland
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