Mission

The Neat Ideas Fair is an annual forum to promote creativity and entrepreneurship at SJSU by generating and highlighting Neat Business Ideas:

- Open to anyone affiliated with SJSU (students, alumni, faculty, and staff)
- A chance for students from different disciplines to interact and build entrepreneurial teams
- An opportunity for participants to get feedback from many sources on their ideas
- A venue for participants to explain and market their ideas to industry professionals
- Competition areas: Best Neat Idea, Best Elevator Pitch, Best Executive Summary & People’s choice

What is a Neat Idea? A neat idea is any practical idea that can change the world for the better; it can be a new product, process or service, or simply a new application of existing technology. We expect a neat idea to be innovative in some way, but not necessarily radical. (A new approach to implementing a standard computer program would fit if it created new benefits.) Exhibits can be a booth, poster board display, model/prototype, computer display or any combination thereof.

Goals: To provide the following benefits to key constituents

Benefits for Exhibitors
- Discovering the entrepreneurial value of their talents and ideas
- Providing opportunities for interdisciplinary feedback from many sources
- Creating interdisciplinary relationships with other students
- Showcasing and promoting their talents and ideas
- Learning to sell their ideas and become entrepreneurs
- Networking with industry professionals who are interested in entrepreneurial ideas
- Possibility of winning accolades and prizes
- Potentially meeting course requirements
- Engaging in an activity that can enhance their resumes

Benefits for Faculty
- Broadening curriculum to include practical applications of concepts
- Providing venue to showcase student projects
- Increasing marketability of degree programs
- Motivating students to follow-through with ideas
- Demonstrating the impact of subject-specific knowledge within a societal context
- Increasing opportunities for interdisciplinary relationships
- Improving prestige of SJSU in the community
- Attracting companies to hire our students

Benefits for Community Partners
- Increasing exposure and building relationship with SJSU and its 30,000 students
- Enhancing public image and promoting name recognition
- Creating a better entrepreneurial infrastructure for the Silicon Valley
- Finding talented students and good ideas to help fill their “talent pipeline”
- Tapping into the entrepreneurship expertise at SJSU
- Identifying potential interns, employees and business partners
- Benefiting from enriched education process at SJSU
- Participating in the growth of the Silicon Valley entrepreneurial community

For More Information
http://www.cob.sjsu.edu/svce/  http://www.cob.sjsu.edu/SVNIF/
Exhibition Guidelines

Purpose of Neat Ideas Exhibition
To provide participants an opportunity to showcase their Neat Ideas.

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Overview and Structure of Exhibition
A small exhibit will be designed to demonstrate the value of the Neat Idea. The exhibit should include at a minimum, a poster board display of the Neat Idea, but participants are encouraged to include models/prototypes, pictures, demonstrations, or any combination thereof to help the audience and judges fully understand the value and utility of the product, process or service.

The exhibits will be judged for two competitions. The People’s Choice Award, which will be awarded to the exhibit earning the most spectator votes. The Best Neat Idea Award, which will be awarded to the exhibit that earns the highest rating from a panel of judges.

Criteria for Judging
- **Originality:** How original is this Neat Idea? Are others doing it; if so who and to what degree?
- **Intended Benefits:** What is the added value for your intended users?
- **Feasibility:** What are the costs and risks, associated with your Neat Idea? Why is it worth it?

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