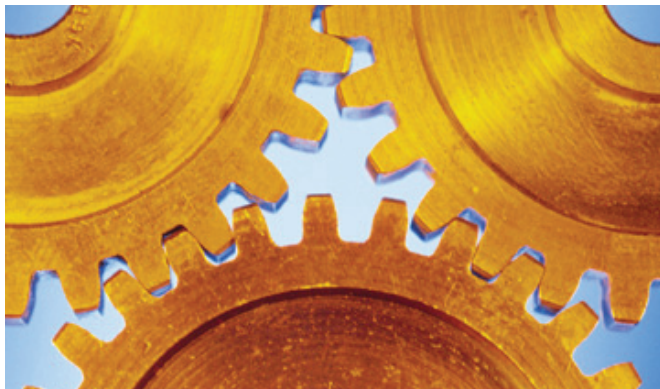


SUSTAINABLE BUSINESS PLAN COMPETITION

WIN UP TO \$20,000



Do you have a great idea for a sustainable product, business or service? If so, the Global Institute of Sustainability is hosting an internal Arizona State University competition to select a representative to compete in the 2009 Walmart Better Living Business Plan Challenge and the chance to win up to \$20,000.

Walmart developed the Better Living Business Plan Challenge to encourage entrepreneurial expression and growth. The focus of business today must take into account not only the profit potential of a business venture or new product, but also the effect on the environment and on people.

The finals will take place Bentonville, Arkansas. A stipend for travel, hotel, and meals for the eight semifinal teams will be sponsored by Walmart Stores, Inc. It is estimated that teams will be in Northwest Arkansas for at least two days and nights. The first day in Arkansas will be a semifinal competition where all 8 regional winners will compete in front of a panel of judges that includes industry leaders, non-governmental organizations, and top Walmart executives. The following day, two finalists will compete in the Home Office Auditorium for a panel of top Walmart executives and an audience of approximately 300. The winning team will win \$20,000 to help implement their business plan.

November 21, 2008

ASU Teams submit intent to compete

January 26-30, 2009

On-campus competition completed at ASU, winner selected

February 9-13, 2009

Regional competitions held, winner selected

April 16-17, 2009

Semifinals and finals competition in Bentonville, Arkansas, at Walmart Home Offices

PRIZES: \$10,000 and \$20,000, and a \$5,000 Special Merit Award for 3rd place.

How to Apply:

Teams must submit by 12:00 pm on November 21 a two page Notice to Compete to Dr. Jay Golden, Director of the National Center of Excellence at Arizona State University. Email the document to Jay.Golden@asu.edu and request confirmation of receipt.

The Notice to Compete must include a one-page overview of the Sustainable Product, Business or Service. The second page shall include the name, address, phone and e-mail address for each of the team members. Please include each members program of study at ASU and current year (ie. Junior, Senior, Mater Student etc.).

