

MIT \$100K Launch Finale 2016

CAMBRIDGE, MA

Now in its 27th year, the MIT \$100K Entrepreneurship Competition is the oldest entrepreneurship competition at MIT, and May 11 will again be one of the most exciting nights of the year for the MIT & Cambridge Entrepreneurship Community.

As a guest, you will have the chance to glimpse the future of various industries envisioned by MIT's aspiring entrepreneurs as eight carefully selected finalist teams describe how they have transformed what was once just an idea, into a fully-fledged business plan with promising results and far-reaching impact. Among the eight finalists, one team will be selected by the judges to receive the \$100,000 grand prize in non-equity funding. A keynote address will be given by Brian Matt, the Founder and Chairman of Altitude Inc.

MIT \$100K Entrepreneurship Competition is composed of three competitions: Pitch, Accelerate and Launch, and the structure is designed so that a student who comes up with a brilliant idea at the beginning of the academic semester can participate in the three competitions to develop his or her idea into a viable business plan throughout the year. Hosted in May, MIT \$100K Launch is the culmination of this year-long process for hundreds of teams who have participated in developing their pitches, prototypes and business plans with the help of mentors and judges across a number of different industries.

In addition to the Grand Prize, teams will also be awarded the Data Analytics, the Creative Arts and the Audience Choice awards, each worth \$10K.

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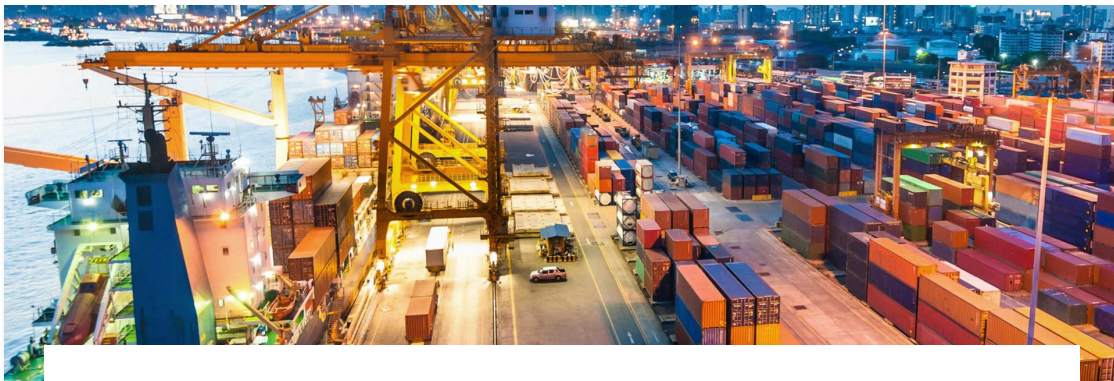
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