

# College of Business News

February 27, 2018

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-news>



Part of the [Business Commons](#)

---

## Recommended Citation

Georgia Southern University, "College of Business News" (2018). *Business, College of - News*. 47.  
<https://digitalcommons.georgiasouthern.edu/cob-news/47>

This article is brought to you for free and open access by the Business, College of - College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business, College of - News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact [digitalcommons@georgiasouthern.edu](mailto:digitalcommons@georgiasouthern.edu).

## Three-Day Workshop Breeds Entrepreneurs

February 27, 2018

By: Caroline Nimnicht



3DS Georgia Southern winner, Tailr.  
l-r: Nicholas Farmer, Deja Powell and David Vaughn

The Business Innovation Group (BIG) at the Georgia Southern College of Business hosted the business pitches for the remaining five groups from “3 Day Startup Georgia Southern” in the Russell Union Theater on February 19, 2018.

The 3 Day Startup (3DS) program was founded at the University of Texas at Austin in 2008 by a diverse group of students who recognized the unexpressed potential for startups in higher education. According to the program, 3DS results in more successful startups than any other weekend entrepreneurship event. More than 130 programs in the U.S. and internationally have given rise to 79 companies that have cumulatively received over \$79 million in funding. With a mission to “activate entrepreneurial potential in students of all kinds through experiential education and global entrepreneurship ecosystem” and a vision that “all students ignite their potential through the experience of entrepreneurship,” 3DS is truly a beneficial opportunity for our students.

3 Day Startup is a 72-hour learning-by-doing campus workshop that teaches entrepreneurial skills to university students in an extreme hands-on environment. Forty students with a wide range of backgrounds started working on technology companies on Friday, February 16, at 2:00 p.m. and worked together until Sunday, February 18, at 10:00 p.m. The goal was to build enough momentum among a network of motivated people to sustain the startup company beyond the weekend.

On the first day, with or without a startup idea, participants were introduced to a facilitator who led each group through dedicated brainstorming, preliminary pitches with feedback and team selection models. Some teams worked very late into the night while others chose to rest in preparation for the following day. The second day placed heavy emphasis on business model generation. Each team was urged to delve into customer retention, as well as obtain structured mentorship, intermediate pitches and feedback sessions. The final day consisted of continued execution of ideas leading into the final pitches and prototype demos to an esteemed panel of mentors and investors.

Participants in the three-day workshop collaborated with brilliant people from numerous disciplines toward the common goal of building real companies and products. Valuable connections happened at 3DS; co-founders met, complementary skill sets collided and friends were made.

After the intense 72-hour collaboration session, five groups, NIA, Tailr, 5 Dollar Footwear, TAC and DIS, made it to the final round of pitching their business to a panel of mentors and investors, as well as the public in the Russell Union Theater on Monday, February 19.

DIS, a carbon longboard production company, won the people’s choice award, and Tailr, a company using a digital measuring system using a cellphone camera or webcam to build an intermediary between retailers and consumers, was the overall winner.

BIG hosting 3DS is so important; by providing entrepreneurial tools students can utilize, their business dreams can become reality.