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Business Innovation Group News

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## Business Innovation Group (BIG) News

Georgia Southern University

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## 3 Day Startup: Hands-on entrepreneurial experience for Georgia Southern students

December 4, 2013

Georgia Southern's City Campus will be providing student business developers and innovators with the opportunity to bring their business idea to life. Georgia Southern will join the likes of Georgia Tech, MIT, Harvard, and UTexas to host our first ever 3 Day Startup event on campus February 14-16, 2014. ([georgiasouthern.3daystartup.org](http://georgiasouthern.3daystartup.org)).



3 Day Startup ("3DS") was founded in 2008 at The University of Texas at Austin as a student organization. Now it's spun off into its own non-profit organization which organizes the event around the globe. Over 2500+ 3DS alumni from over 70 events across 4 continents have started more than 41 companies that have collectively raised \$14 million in investment capital.

The 3DS program creates a living entrepreneurship laboratory on university campuses by bringing together students ranging from freshmen to graduate students with diverse backgrounds. Participants gain experience in cross-disciplinary collaboration, brainstorming, ideation, and group productivity, including ad-hoc leadership and decision-making under severe time constraints. The resulting experience is just like that of working with a budding startup company.

The idea of 3DS is to start a company over the course of three days. Participants pick the best ideas for startups during the Friday brainstorming session and deliver prototypes and investor pitches on Sunday night.

3DS is another example of the commitment the Georgia Southern City Campus has made to leading entrepreneurial and innovative growth in the region.

For more information or inquiries contact the Suzanne Hallman, Business Advisor, at [shallman@georgiasouthern.edu](mailto:shallman@georgiasouthern.edu).