ENTREPRENEURSHIP & INNOVATION

INTRODUCING

VENTURE DESIGN CHALLENGE 2022
Meet our 2022 Venture Design Challenge Teams

Each week we will feature ENTP’s 2022 student venture teams. This week, you will learn about Volunteer Me, a social impact venture, and A Amaryllis, a business venture.

Volunteer Me
Track: Social Innovation

In Brief: People looking to volunteer or earn volunteer hours need an easier way to connect with local non-profit organizations

Team Members: Connor Cahill ’22, Politics
According to the Bureau of Labor Statistics, there are over one billion volunteers worldwide. However, most volunteers struggle to find and connect with local nonprofit organizations. A challenge ENTP seniors Connor, Ely, Joey and Maggie have decided to tackle in this year’s Venture Design Challenge. The four student founders have accrued thousands of volunteer hours collectively and intimately understand the landscape and the problem. They have experienced frustrations when trying to find just the right volunteer opportunity. A frustration they have heard echoed in their customer discovery interviews. This is the impetus behind Volunteer Me, a website that makes it easy for people to find nonprofit and reputable volunteering opportunities nearby on demand.

With graduation just around the corner, these four co-founders are using skills built throughout the ENTP minor to design a venture that has a real impact in their community and beyond.

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**A Amaryllis**  
Track: Business Venture

*In Brief:* Professional women need help finding and applying the perfect makeup in order to go out into the world each and every day feeling confident, beautiful, and ready to win the day!

*Team Members: Anila Buja '23, Economics with a minor in Entrepreneurship & Innovation; Ariela Menendez Iglesias '23, Business with a minor in Entrepreneurship & Innovation; Jaclyn Lonergan '23, Marketing with a minor in Entrepreneurship & Innovation*

The cosmetics market is a $759 billion industry and growing, according to Statista. Yet very few women (or men) have access to the proper training, correct tools, or personalized
assistance when choosing or applying their makeup. Enter Amaryllis, a Glamour as a Service venture, founded by three ENTP juniors.

Their solution is focused on helping busy working women feel beautiful and more confident each and every day. They will offer personalized service to their customers, helping them source the highest quality products that fit their face and their personal style. But it’s more than just sourcing makeup and makeup application tools, this team is differentiating itself by helping customers learn the best application techniques for their facial features, shape, color, and size, amplifying customers’ natural beauty. With this personalized experience, anyone who wants to experiment with makeup is able to do so confidently and efficiently.

And they already have customers lined up to purchase as soon as they launch.

Our pitch competition would not be possible without the generous contributions of the Entrepreneurship Advisory Council and Abbvie. We are grateful for their support!

In Entrepreneurship and Innovation’s annual pitch competition, students find a place and a space to solve real problems and make a real difference.

Our Venture Design Challenge pitch competition is open to all Lake Forest College students from freshman to seniors and all majors from data science to chemistry to graphic design and anything and everything in between. ENTP minors are required to participate in the pitch competition.

The Venture Design Challenge is designed to help early-stage student founders assess and validate their business venture and develop their minimal viable product. Student teams
work with mentors and coaches as they take their venture idea to the final pitch.

At the final pitch, students draw upon all that they have learned in the ENTP minor, including, but not limited to, human-centric design, storytelling, resilience, customer discovery and development, marketing, competitor analysis, and fearless asking. All students compete in the semi-finals where a panel of judges determine which teams advance to the finals.

The finalists will compete for $10,000 in funding. Both the semi-finals and finals will take place in our brand-new Oppenheimer Center for Entrepreneurship and Innovation (the OC).

Join us on Saturday, April 23 at 2:00 pm for the final pitch!

REGISTER HERE!

SEE YOU @ THE OC

Great ideas start at the Great Lakes.

At Lake Forest College our entrepreneurs and innovators learn how to identify problems worth solving and how to mobilize the people, resources, and networks to solve them.