



## Frequently Asked Questions - 2025

**Q: Who can apply to the Gustie Entrepreneurship Cup?**

**A:** Any Gustavus student who was enrolled and completed classes during the 2024-25 academic year is eligible to apply for entry into the Gustie Entrepreneur Cup. Teams are encouraged to apply—being a solo entrepreneur is a long road to travel by yourself, we strongly encourage you to find a co-conspirator (partner) or build a team to support your entrepreneurial endeavor! The power of creative collaboration is key in bringing about the full innovative, entrepreneurial creative potential of your idea!

**Q: How do I apply?**

**A:** After attending any of the prep sessions, the Gustie Cup Director will issue you a secure folder with the templates needed to participate in the Gustie Cup process. The sooner you get your application worksheet in, the sooner you will be paired with an alumni/business mentor to help provide you with guidance, coaching and support as you move your idea forward.

**Q: I will be off campus on the day of the Gustie Cup competition. Can I still participate?**

**A:** All students are welcome to participate in the sessions leading up to the Gustie Cup. If you are going to be gone due to a school-approved event (music, athletic, club competition), but would still like to be considered, please attend an Information Session and discuss your situation with Tara Cadenhead.

**Q: How long is the pitch presentation?**

**A:** Each Gustie Cup applicant will have 8 minutes to present their idea and 2 minutes to answer questions from the panel of judges.

**Q: What if I recently started a business? Can I still apply to the Gustie Cup?**

**A:** Yes. If you own a business and the annual revenue is \$1 million or less, you are eligible to apply to the Gustie Cup.

**Q: What if I participated in the Gustie Cup last year? Can I apply again?**

**A:** Yes. If your idea changed significantly or you can show significant growth in your business model, you can most likely apply using the same/a similar idea. Please contact [tcadenhead@gustavus.edu](mailto:tcadenhead@gustavus.edu) to review your specific situation.

**Q: What can I do with the prize money if I win?**

**A:** Prize money is intended to be used to help provide your startup with the necessary seed funding to get your startup launched, however, there are no requirements for what you choose to do with your prize money. We will follow up with all of the winners over the next few years to get updates on your business idea.

**Q: Are there resources to help with my idea prior to the Gustie Cup?**

**A:** There is a very limited amount of seed funding to help cover necessary costs you incur to get your idea ready for the Gustie Entrepreneur Cup. For example, if you need to purchase a domain name, or access 3D printing resources to create your prototype, we have connections and ways to be as economically feasible as possible. All requests will go through an approval process and must be strictly utilized for your startup endeavor. Please email Tara Cadenhead, Director of the Center for Innovative and Entrepreneurial Leadership (CIEL) for more information. [tcadenhead@gustavus.edu](mailto:tcadenhead@gustavus.edu)