



Announcement of the “Master Your Idea” Challenge 2010

For the first time, Lund University is inviting Bachelor’s students from around the world to participate in the Master Your Idea challenge (<http://www.masteryouridea.com/>) - a contest that challenges students to develop new and innovative solutions of any kind. The winner of the contest will be offered a full tuition waiver for the renowned Master’s Programme in Entrepreneurship at Lund University.

To enter the competition, which will open on 17 November 2010, participants upload a 90-second video clip and CV to the competition website. The task is simply to pitch a million dollar idea and how it could be commercialised. The pitch can focus on any type of solution.

The winners will be appointed by a panel of experts, consisting of Professor Hans Landström, Programme Coordinator Tomas Karlsson, Senior Lecturer Marie Löwegren and Director of Innovation Ashkan Pouya, all from Lund University.

Why should students get involved?

In addition to a guaranteed place on the Master’s Programme in Entrepreneurship and the chance to gain an invaluable international network, the Master Your Idea Challenge offers prizes:

- 1st prize: Full tuition waiver for the Master’s Programme in Entrepreneurship at Lund University (worth approx. € 12,000)
- 2nd prize: 50% tuition waiver for the Master’s programme in Entrepreneurship at Lund University (worth approx. € 6,000)
- 3rd–10th prizes: A place on the Master’s Programme in Entrepreneurship (tuition and application fees are paid by the winner)

Master Your Idea Challenge 2010 – key dates

- Participants can register from 17 November 2010.
- Last day to register is 21 December 2010.
- The winner will be announced on 10 January 2011.

For further information, please contact

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About Lund University

Lund University, located in Sweden, is one of the largest, oldest and broadest universities in Scandinavia and is consistently ranked among the world's top 100 universities. With eight faculties, the University’s activities cover education and research in engineering, science, law, social sciences, economics, medicine, humanities, theology, fine arts, music and drama. Around 46 000 students study at the University, which has some 6 000 employees.

