

The purpose of **Saluki Innovation Series** is to expose students to business start-ups, seasoned entrepreneurs, hands-on learning and competitions that encourage creative, innovative and entrepreneurial thinking.

**To learn more about us:**

Visit [researchpark.siu.edu](http://researchpark.siu.edu), email [innovation@siu.edu](mailto:innovation@siu.edu) or call 618/453-2083



IMAGINE  
INNOVATE  
INSPIRE

SEPTEMBER

## FALL KICK-OFF EVENT

2

**Dunn-Richmond Center Atrium • 6 PM**  
Kick-off the semester with food and fun! Learn how Curt Jones, founder of Dippin' Dots, got his start and begin thinking like an innovator with activities that encourage you to imagine and inspire.

SEPTEMBER

## ELEVATOR PITCH COMPETITION

30

**Dunn-Richmond Center Atrium • 6 PM**  
Got an idea? Show it off with a 90-second elevator pitch for a chance to represent SIU at the National Elevator Pitch Competition. Elevator Pitch Workshop September 16, 2015.

OCTOBER

## DISCOVERING YOUR CUSTOMERS

7

**Dunn-Richmond Center Atrium • 6 PM**  
Join us to learn about how to evaluate your product, identify your market, and build relationships with your customers.

NOVEMBER

## MARKETING YOUR PRODUCT

4

**Dunn-Richmond Center Atrium • 6 PM**  
Dr. Cheryl Burke Jarvis, Associate Dean and Professor of Marketing for the College of Business, leads this workshop in which participants will learn how to develop a marketing strategy through hands-on activities and engaging discussion.

## HackSI

NOVEMBER

**Dunn-Richmond Center • TBA**  
Hack or slack? Code for two days to develop an innovative product or concept to win prizes and connect with fellow hackers.

7

## SIU ENTREPRENEUR PANEL

DECEMBER

**Dunn-Richmond Center • 6 PM**  
The best and brightest entrepreneurial minds--all in one place--to talk about the challenges and lessons learned along their roads to success.

2

## MakeSI

JANUARY

**Dunn-Richmond Center • TBA**  
Demonstrate your resourcefulness, creativity and innovativeness by designing and building your idea with the help of a 3D printer.

30

## TakeSI

FEBURARY

**Dunn-Richmond Center • TBA**  
Calling all filmmakers, amateur and experienced alike. Make an epic short film in 36 hours without any special equipment.

27

## DAWG HOUSE

APRIL

**Dunn-Richmond Center • 6 PM**  
Pitch to get rich at the first annual Dawg House, SIU's take on the popular investor pitch competition.

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