



PRESS RELEASE

FOR IMMEDIATE RELEASE

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(Blacksburg, VA) – VT KnowledgeWorks presents the inaugural Global Challenge Virtual Preliminary, where university teams from anywhere outside the U.S. have the opportunity to test the strategic essence of their business concept for a chance to compete on a world stage this August at the VT KnowledgeWorks Global Student Business Concept Challenge. The Virtual Preliminary celebrates the energy and creativity of university students and their important contributions to the global economy, while encouraging them to develop their entrepreneurial ideas.

Preliminary contestants compete to earn up to \$5,000 in air-travel reimbursement to attend the VT KnowledgeWorks Global Student Business Concept Challenge Finals, August 16-22, 2015, in Blacksburg and Roanoke, Virginia, USA. The winning team of the Virtual Preliminary will compete against other student teams from around the world for the \$25,000 grand prize and VT KnowledgeWorks trophy. During this week-long celebration of entrepreneurship, students are housed with local families, spend interactive time with successful technology companies, and enjoy fellowship with each other and with Virginia Tech students during festive meals and social gatherings.

For more information on the eligibility requirements, rules, and guidelines for the preliminary go to www.vtkwglobal.com/2015/prelim. The first deadline to apply and submit a one-page summary of your business concept is April 1, 2015.

The Global Challenge Virtual Preliminary is in cooperation with [Télécom SudParis](#), [University of Kent](#), [University of Trento](#), and [Virginia Tech's Outreach and International Affairs](#).

VT KnowledgeWorks encourages and enables creative entrepreneurship world-wide, through innovative curriculum, local business resource centers, and a global network of cooperating regions, all focused on three essential contributors to success: clear understanding of fundamental

business principles; access to timely, relevant information; and meaningful personal and corporate relationships. It is a subsidiary of the Virginia Tech Corporate Research Center, supported by the continuing confidence and enthusiasm of its clients, sponsors and friends, both corporate and individual. Its world headquarters is in Blacksburg, Virginia, USA.

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