



**United States Association for Small Business and Entrepreneurship links students with leading mentors, tools, and prizes via new startup competition “USASBE Launch!”**

*USASBE Launch! ([www.usasbelaunch.org](http://www.usasbelaunch.org)) is a student startup competition, open to any student from any discipline from any school anywhere in the world.*

Whitewater, WI, September 30, 2013 -- The United States Association for Small Business and Entrepreneurship (USASBE) is pleased to announce it's partnership with leading entrepreneurial thought leaders, entrepreneurs, venture capitalists, and universities to host USASBE Launch!. To date, over 30 universities across the globe, representing thousands of students, are involved.

“USASBE Launch! is the first all-inclusive, global, virtual, student business model competition to date, and USASBE is excited to lead, sponsor, and facilitate the competition,” says Dr. Rebecca White, USASBE Past President and Professor of Entrepreneurship at The University of Tampa.

Consider that “All too often students have great ideas but lack the tools and frameworks necessary to help transform their ideas into viable businesses. USASBE Launch! brings together the tools and people needed to help bridge the gap,” says Launch! Co-Director Dr. Eric Liguori of Fresno State University.

**One Key Component – World-Class Resources**

USASBE Launch! brings together world class resources to aid students in refining business ideas, building business models, and working toward business creation. Tools include a full range of tools from leading thought leaders including Dr. Doan Winkel and [The Innographer](#) (Dr. Alex Bruton). A world-class cadre mentors have volunteered to work with winning teams, including:

Eric Ries, Entrepreneur & Author of The Lean Startup  
Brad Feld, Venture Capitalist, The Foundry Group  
Norris Krueger, Entrepreneurship Northwest  
Jeet Banerjee, JB Media Force & The Grind  
Jason Hauer, The Garage Group  
Ash Maurya, Entrepreneur & Author of Running Lean  
And many more...

**About USASBE**

The [United States Association for Small Business and Entrepreneurship](#) (USASBE) is the largest independent, professional, academic organization in the world dedicated to advancing the discipline of entrepreneurship. With over 1000 members from universities and colleges, for-profit businesses, nonprofit organizations, and the public sector, USASBE is a diverse mix of professionals that share a common commitment to fostering entrepreneurial attitudes and behaviors.

For more information, visit [www.usasbe.org](http://www.usasbe.org) or [www.usasbelaunch.org](http://www.usasbelaunch.org). Follow us at @USASBELaunch or @USASBE.

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