

WORLD CITY

FOR SOUTH FLORIDA'S GLOBAL BUSINESS LEADERS

BUSINESS

June, 2004

worldcity news



The international competition awarded students for taking aim at the dreaded melaleuca tree and helping foreign students sort through the process of enrolling in U.S. colleges.

Creative FIU students win for business plans

Florida International's Chapman Graduate School of Business honored the winners of its annual Howard J. Leonhardt New Venture Challenge: An International Business Plan Competition last month.

The first place winner at the undergraduate level, Eco-Solutions Inc., created "Mela-Mulch," a solution to Florida's melaleuca tree problem. It was created by a team from the FIU's College of Business Administration, which walked away with a cash prize of \$15,000 and \$4,000 in in-kind gifts for presenting the best business plan for a start-up venture.

At the graduate level, the first place winner was UniversityPlacementServices.com, which offers international students complete and detailed information concerning all aspects of the university admissions process in the United States. It was also created by an FIU team. The team received \$15,000 cash and \$4,000 in in-kind contributions as well.

"The most rewarding thing is to watch students put their ideas to work and develop their own companies, and I see several of this year's contestants going all the way," said CBA Executive Dean Joyce Elam.

Clips From:

**O'CONNELL
&
GOLDBERG**