

Buff Business Summit & Challenge

Small Business Partner FAQs



What is the Buff Business Summit?

The Paul and Virginia Engler College of Business at WTAMU is hosting the second annual Buff Business Summit for local high school business and computer science students and **you are invited to become a small business partner!** In addition to interactive educational sessions led by faculty, **students will participate in a reverse business challenge where they are tasked with solving real-world problems for local small businesses.**

From **ways to reach new target markets** to **suggestions for new product designs**, these students are ready to **compete and bring you innovative solutions!** The winning teams will receive scholarships to the College of Business – it's a win/win day for all!

Who can participate?

For-profit businesses and non-profit organizations in the 26 counties of the Texas Panhandle are eligible to apply.

How can your small business participate?

Submit your contact information and business challenge at wtsbdc.com/buffbusiness.

If your application is accepted, we'll be in touch to invite you to join in on one or more Buff Business dates (12/01, 12/05, 12/08) to meet with students regarding your business and the challenge in need of solving. Participation for business partners is from 11am-2pm. With mentorship from WT alumni and College of Business faculty, they will work in teams to develop solutions. They will pitch those solutions to you and along with alumni and faculty, you'll choose the best solution for your business and all students on that team will receive scholarships to the College of Business.

There is no cost to your small business for partnership in this program, but a limited number of businesses will be selected for participation.

What challenges, problems, or innovations are appropriate?

This is an abbreviated challenge to accommodate the school day for high school students. They will be provided with information about your business and challenge ahead of time and they will have approximately 1.5 hours to meet with you and finish developing their solutions before the teams make their pitches. **New product ideas, recruiting methods for employees, marketing methods to reach new target markets, or cost savings in a process**, are all examples of challenges the students will be ready to tackle.

Why should you participate?

Aside from the opportunity to receive innovative ideas from some of the most talented high school students in the area, **this is your chance to become a small business partner with the College of Business and invest in the young adults who are tomorrow's leaders!**

Apply today at wtsbdc.com/buffbusiness!