

## Cornerstone Capital Group Presents: Sustainable Games: The Business Model Challenge

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### The Competition

- A global business model competition for university students of all levels (with a focus on MBA students).
  - Teams of 3-5 students will develop a business model based on a Domain selected from a portion of Cornerstone Capital's proprietary "Sustainable Domain Bank," where each Domain can be an articulation of a potential business model, mission, principle or practice.
  - The business models must align with Cornerstone Capital's vision for a more regenerative and inclusive form of capitalism, and should reflect a value inherent in the systematic understanding of today's Environmental, Social, and Governance (ESG) imperatives.
  - Students can enter with teams already in mind or as individuals. Individual entrants, however, will need to form their own teams, and are encouraged to communicate using online tools such as video chat and document sharing.
  - Team finalists will be paired with a mentor from Cornerstone Capital's Global Advisory Council and/or Sponsor representatives to assist in the professional development and viability of the business model.
  - Team finalists will present at an exclusive event held in NYC and attended by leading industry experts.
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### Key Dates

- February 17, 2015: Registration Opens
- May 18, 2015: All Submissions Due
- June 2015: Team Finalists Announced
- July 2015: Mentorship Begins for Finalists
- November 2015: Final Competition in NYC

### Sample Domains

- BangladeshiSeamstress.com
  - FlipThePyramid.net
  - SharedEconomy.biz
  - Stop-the-Waste.com
  - SustainableShipping.com
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### Prizes

- Financial award of **US \$25,000** to be applied towards building the winning team's business
  - Ownership of respective Domain granted to winning business model proposal
  - Winning business model featured in Cornerstone's *Journal of Sustainable Finance & Banking*<sup>SM</sup>
  - Access to exclusive networking and mentoring opportunities during the event
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### Judging

- A panel of judges will be comprised of industry professionals from Cornerstone Capital executive staff, Cornerstone Global Advisory Council, and sponsor representatives
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### Sponsors



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