Mississippi Public Universities are solving Mississippi’s most pressing problems and advancing the state together. Through research, teaching and service, universities help tackle health issues, improve education and assist those who are economically disadvantaged, unemployed or underemployed.

There is much work to be done. Knowing that our students possess the creativity and ingenuity necessary to find unique solutions to these problems, Mississippi Public Universities have developed the Blueprint Mississippi Social Business Challenge. We are inviting teams of students to develop a creative solution and business plan to address one of Mississippi’s most pressing problems: obesity and related health issues.

Open to any public university students, the challenge requires students to work in teams of 3-6 with at least one faculty adviser.

By improving the health of Mississippian, we can make progress toward the first two Blueprint goals. In 2012, Blueprint Mississippi, an independent cooperative of organizations and leaders, conducted an objective review of Mississippi’s economic opportunities, recommended actions for putting Mississippi in the place of greatest opportunity, and identified nine goals to enable a more prosperous, vibrant, and resilient Mississippi, built upon a foundation of economic opportunity for all its citizens.

The goals of the Blueprint Social Business Challenge are to encourage students to develop ideas for solving Mississippi’s most pressing problems, while learning important lessons about planning, teamwork and presenting ideas. The challenge will also serve as an opportunity to showcase the talent and skill level of our students.

Statewide Competition: February 10, 2016

Focus Issue: Obesity & Related Health Issues

Components of Competition:
- Written Plan
- Presentation
- Elevator Pitch

Minimum number of team members per team: 3

Maximum number of team members per team: 6

Blueprint Goals

1. Increase the Educational Achievement of Mississippian
2. Cultivate a More Robust Workforce in Mississippi
3. Strengthen and Expand Mississippi’s Economy
4. Promote Health Care as an Economic Driver
5. Support Mississippi’s Creative Economy
6. Continually Develop the Infrastructure for a Competitive Economy
7. Increase Availability of Financial Capital
8. Cultivate Diversity, Community Cooperation and Racial Reconciliation
9. Improve Communication and Coordination Among Public, Private and Non-profit Leaders