

# First-Generation Business Summit



Are you interested in making an impact with business? Do you want to learn the skills to turn your passions into a startup or bring purpose to an existing company? Join us at the free First-Generation Business Summit July 31 - Aug 5.

Stay overnight in a CSU residence hall on campus and eat in our dining centers as you learn the skills that will transform how business is done. Work alongside other first-generation students and College of Business faculty as you get valuable experience.

## Engage with key businesses

Visit key employers in Fort Collins and learn about production and distribution from the professionals who manage it every day.

## Learn from faculty

Sit in on lectures on business fundamentals given by the same College of Business faculty who teach college courses.



**July 31 - Aug 5**



**Free**

## Connect with students

Learn tips for academic success and get insight into the college search from current first-generation College of Business students.

## Apply your skills

Battle for prizes and apply new knowledge as you prepare a business pitch to mock investors in our week-long case competition.

## Recognize your accomplishments

Celebrate your success with two guests at the Summit's closing ceremony on Sat, Aug 5, as we honor competition winners and wrap up the Summit with a final lunch.



**COLLEGE OF BUSINESS**  
COLORADO STATE UNIVERSITY

**Start your application or learn more**  
[csu.bz/first-gen-summit](https://csu.bz/first-gen-summit)

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## Who should attend?

If you're the first in your family to go to college and have an interest in business, the First-Generation Business Summit is for you! Whether you're planning to become the next superstar CEO or still trying to figure out your path after graduation, the Summit gives you a jumpstart on campus life and your career.

## How much does it cost?

Attending the College of Business First-Generation Summit is entirely free! Accepted students enjoy six days of activities and experience campus life – sleeping in residence halls and eating in dining centers – at no cost.

## Wait! It's actually totally free?

Yes!

## What will I learn?

Attendees sharpen business knowledge in the classroom and at area businesses, develop the skills to successfully present to large groups, learn about career paths possible with the 10 concentrations at the College of Business and how to capitalize on the resources available for first-generation students to succeed at CSU.

## What is a case competition?

Case competitions simulate real-world business challenges, and give teams scenarios to analyze a business problem, develop a solution using management, marketing, finance and other skills, then present their solutions to a panel of judges. The teams with the top business pitch on the final day of the First-Generation Business Summit will receive prizes.

## Can my parents attend?

You're welcome to invite two guests to join you for lunch at the Summit's closing ceremonies on Sat, Aug 5! Parents are welcome to visit Fort Collins and CSU during the Summit, but we can only provide food, lodging and activities for attendees. We'd be glad to help connect your parents to admissions or financial aid counselors while they're here to answer their questions about college.

## How does the College of Business support first-generation students?

Several clubs, communities and events provide friends and support services to first-gen students while celebrating their unique viewpoints that enrich our campus culture. We'd love to tell you more at the Summit!

## How do I apply?

Space is limited, but all first-generation students with an interest in business are encouraged to apply by **May 24**. There is no cost to apply to the program.

