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## **MBAs TACKLE ENTREPRENEURIAL CHALLENGES OF THE MIND TRUST FELLOW AT KELLOGG EDUCATION CASE COMPETITION**

### **–Inaugural Event Engages Top MBAs In Education Reform Through Entrepreneurship–**

Chicago, IL – Teams of MBA students from top business schools across the country will compete this weekend to address start-up challenges faced by education entrepreneurs committed to transforming the nation's public education system. Northwestern University's Kellogg School of Management has partnered with The Mind Trust to create this event to engage America's future leaders in education reform around The Mind Trust's Education Entrepreneur Fellowship.

The Mind Trust, an Indianapolis-based education reform nonprofit, runs the Education Entrepreneur Fellowship, a *nationally unique* incubator designed to empower the nation's most promising education entrepreneurs to develop, build and launch transformational education enterprises. Through the Fellowship, The Mind Trust brings exceptionally talented people into public education to dramatically improve education outcomes in underserved communities.

This year's competition focuses on Education Entrepreneur Fellow, Earl Martin Phalen and his recently launched summer learning program, Summer Advantage USA. Mr. Phalen piloted his Summer Advantage program in Indianapolis this summer serving nearly 800 students, mostly from low-income families. Summer Advantage scholars showed approximately 3 months of academic gains during the 5-week learning and enrichment program. At the case competition, the teams will present recommendations for a growth strategy for Summer Advantage as it scales in Indianapolis and nationally to serve even more students in need.

Ten teams of four students each hail from the following schools: Yale University's School of Management, The University of Chicago's Booth School of Business, Stanford University's Graduate School of Business, Duke University's Fuqua School of Business, The University of Texas at Austin's McCombs School of Business, and Northwestern University's Kellogg School of Management.

The case was researched and written by a group of Kellogg students and distributed to the competing teams two-weeks before the event for their review. The winning team will receive a cash prize of \$2,000. Presentations will be evaluated by a panel of well-respected judges from the private, non-profit, academic and education sectors including:

- Julayne Austin, Managing Director, Education Pioneers-Chicago
- David Harris, President and Chief Executive Officer, The Mind Trust
- Liz Howard, Assoc. Dir. of the Center for Nonprofit Management, Kellogg School of Management
- Janet Knupp, President and CEO, Chicago Public Education Fund
- Pranav Kothari, Managing Director, Mission Measurement
- Bruno Manno, Senior Program Associate for Education, Annie E. Casey Foundation
- Mark Medema, Education Consultant
- Earl Phalen, Founder, Summer Advantage USA
- Jarvis Sanford, Managing Director, Academy for Urban School Leadership
- Walter Scott, Clinical Professor of Management, Kellogg School of Management

Team presentations will be held from 9:15 a.m. to 3:00 p.m. on Saturday, October 24 in Wieboldt Hall located at 339 E. Chicago Avenue on Kellogg's downtown Chicago campus. Finalist presentations will begin at 1:00 p.m. and an awards ceremony will take place at 2:30 p.m.

For more information, please contact Jamie Jones, Kellogg School of Management at (847) 467-0849 or [jamie-jones@kellogg.northwestern.edu](mailto:jamie-jones@kellogg.northwestern.edu).

### **About Kellogg School of Management**

The Kellogg School of Management at Northwestern University was founded in 1908 and is widely recognized as a global leader in management education. The school, located just outside of Chicago, is home to a renowned, research-based faculty and MBA students from around the globe. The Kellogg School's academic portfolio includes the Full-Time, Part-Time and Executive MBA Programs, the Ph.D. Program, and the non-degree Executive Education Program. The school offers three joint-degree programs: the JD-MBA, MD-MBA and the MMM (MBA-MEM). Additionally, the Kellogg School of Management offers an Executive MBA Program in Miami and has alliances with business schools in Europe, Asia, the Middle East and Canada. To learn more, visit [www.kellogg.northwestern.edu](http://www.kellogg.northwestern.edu).

### **About The Mind Trust**

The Mind Trust is a nonprofit organization whose mission is to dramatically improve public education for underserved students by empowering education entrepreneurs to develop or expand transformative education initiatives. To achieve its mission, The Mind Trust has two strategies: (1) a *nationally unique* Education Entrepreneur Fellowship that serves as an incubator for transformative education ventures; and (2) a Venture Fund to recruit to Indianapolis the nation's most successful entrepreneurial education initiatives. In 2008, The Mind Trust awarded Education Entrepreneur Fellowships to four exceptional leaders. Up to three additional Fellowships will be awarded by The Mind Trust in November 2009. The Mind Trust has also invested over \$3 million from its Venture Fund to successfully attract Teach For America, The New Teacher Project, College Summit and Diploma Plus to Indianapolis. For more information, please visit [www.themindtrust.org](http://www.themindtrust.org).

### **About Summer Advantage USA**

Summer Advantage USA is a national nonprofit organization that provides children grades K-8 with research-based summer learning programs focused on producing academic gains. Summer Advantage offers programs encompassing literacy, mathematics and extracurricular enrichment. This holistic approach to summer learning helps Summer Advantage USA scholars develop as citizens and leaders, in addition to achieving mastery of core academic subjects. Summer Advantage USA was launched in January 2009 with support from the Indiana Department of Education and The Mind Trust. For more information, please visit [www.summeradvantage.org](http://www.summeradvantage.org) or call 866-207-3169.

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