

FOR IMMEDIATE RELEASE

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Steele to Serve on Panel of Judges for 3rd Annual ISSEC Competition at IUPUI

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), has been selected to serve on the panel of judges for the 3rd annual *Ideas Solving Social an Economic Challenge* (ISSEC) competition held at IUPUI on March 6, 2014.

The ISSEC is a competition to reward IUPUI students for their innovative ideas to solve social and economic challenges facing the nation and the world. First and foremost, this is a completion about the best ideas. IUPUI students and student teams are asked to develop and present original solutions to pressing social problems, or propose ideas for innovative new products or a new venture that could contribute to economic growth or prosperity.

Thirteen finalists have the opportunity to present their idea to the judges. The goal is to convince the judges that the student ideas are potentially commercially viable, or could be used in the non-profit sector. The ISSEC competition provide students with valuable experience in how to tell their story in a short but effective format, and then be able to develop their presentation for potential investors or supporters in a real world setting.

Students from all disciplines and schools across the IUPUI campus will compete for four cash prizes: 1st place \$1000, 2nd place \$1500, 3rd place, \$500, and \$1000, for an "Audience Choice" winner.

The competition is sponsored by the Office of the Vice Chancellor for Research, Indiana University - Purdue University at Indianapolis (IUPUI), who is committed to providing a variety of programs and resources in support of faculty, staff, and students engaged in research with potential for commercial development. Contact Karen White, kfwhite@iupui.edu for further information on the program.

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About The Steele Group:

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thesteelgroup.us.