

Flyer for call for applications – iStartup Academy and BSC Competition

Join the Bronco Startup Challenge (BSC) Team!

CPP iStartup Academy and Micro-Internship Opportunity (spring 2025) for Aspiring Innovators and Fearless Entrepreneurs!

**Are you ready to make an impact for social and environmental sustainability?
Join us in creating President Coley's Signature Ice Cream for Special Events!**

Available Roles and Target Audiences (see a table below):

1. Chief Formulation Specialist

Target Audience: Students from the College of Agriculture, Collins College of Hospitality Management, College of Science, and College of Education and Integrative Studies—particularly majors in Food Science, Nutrition, Biotechnology, and Culinology.

- Develop unique ice cream formulations tailored for special events.
- Ensure flavors, textures, and ingredients meet high standards.
- Collaborate with the team to align flavors with the brand vision.

2. Chief Engineer

Target Audience: All Engineering majors, ranging from Industrial, Mechanical, Chemical, and Civil Engineering.

- Design and improve ice cream packaging and production processes for environmental sustainability.
- Ensure product quality and scalability for events of all sizes.
- Optimize the manufacturing process for efficiency and productivity.

3. Chief Marketing Officer

Target Audience: All majors from the College of Business Administration, as well as relevant majors from CLASS (College of Letters, Arts, and Social Sciences) and ENV (College of Environmental Design).

- Drive branding and awareness for President Coley's Signature Ice Cream.
- Develop a strategic marketing plan targeting event planners.
- Create campaigns and promotions to boost engagement and visibility.

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4. Chief Designer

Target Audience: Students from all majors in the College of Environmental Design, College of Letters, Arts, and Social Sciences, and College of Education and Integrative Studies.

- Lead the visual direction of the brand and product packaging.
 - Create event-themed designs that enhance product appeal.
 - Work closely with the team to deliver an outstanding product experience.
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Why Join?

- Hands-on experience in a dynamic startup environment that is designed to break academic silos and foster interdisciplinary innovations.
 - Build and launch a real product alongside industry professionals while the BSC competition is sponsored by the [California Milk Advisory Board](#) and [California Dairy Innovation Center](#).
 - Receive entrepreneurship training (**iStartup Academy**) via 8-weeks paid micro-internships (up to 40 hours under CPP Enterprise).
 - Prizes for selected finalists in Fall Fast Pitch Competition and the Spring BSC Competition.
 - Grow your resume and portfolio with high-impact work!
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Apply Today!

Limited spots available. Send your resume and a brief statement of interest via a 1-min recording via **this link (MS Form on SIIL website)**. The application site is closed by November 15, 2024 by the midnight (11:59 pm). The selected applicants will be invited for a pitch competition held on November 21, 2024 at 5-7 pm in the Library Community Space (the 2nd floor) where a judge panel comprised of both academic and industrial partners will help select the finalists.

Join us in shaping the future of event ice cream experiences! Any questions please email siil@cpp.edu.

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Table 1. Micro-Internship Roles per each mini-startup team

Team / Role	Chief Formulation Specialist (CFS)	Chief Engineer (CE)	Chief Designer (CD)	Chief Marketing Officer (CMO)
Team 1	CFS 1	CE 1	CD 1	CMO 1
Team 2	CFS 2	CE 2	CD 2	CMO 2
Team 3	CFS 3	CE 3	CD 3	CMO 3
Target applicants	<i>Students from the College of Agriculture, Collins College of Hospitality Management, College of Science, and College of Education and Integrative Studies—particularly majors in Food Science, Nutrition, Biotechnology, and Culinology.</i>	<i>All Engineering majors, ranging from Industrial, Mechanical, Chemical, and Civil Engineering.</i>	<i>Students from all majors in the College of Environmental Design, College of Letters, Arts, and Social Sciences, and College of Education and Integrative Studies.</i>	<i>All majors from the College of Business Administration, as well as relevant majors from CLASS (College of Letters, Arts, and Social Sciences) and ENV (College of Environmental Design).</i>
Role functionality / responsibility	<ul style="list-style-type: none"> • <i>Develop unique ice cream formulations tailored for special events.</i> • <i>Ensure flavors, textures, and ingredients meet high standards.</i> • <i>Collaborate with the team to align flavors with the brand vision.</i> 	<ul style="list-style-type: none"> • <i>Design and improve packaging & production for environmental sustainability.</i> • <i>Ensure product quality and scalability for events of all sizes.</i> • <i>Optimize the manufacturing process for efficiency and productivity.</i> 	<ul style="list-style-type: none"> • <i>Lead the visual direction of the brand and product packaging.</i> • <i>Create event-themed designs that enhance product appeal.</i> • <i>Work closely with the team to deliver an outstanding product experience.</i> 	<ul style="list-style-type: none"> • <i>Drive branding and awareness for President Coley’s Signature Ice Cream.</i> • <i>Develop a strategic marketing plan targeting event planners.</i> • <i>Create campaigns and promotions to boost engagement and visibility.</i>