MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

VentureCatalyst™ Program

Ineligible Businesses

VentureCatalyst™ is designed to accelerate innovation-based business models that have the potential to scale into large companies. While the program aims to be inclusive to all entrepreneurs, some business models are not an appropriate fit. Additionally many business ideas have been repeatedly pitched and are simply worn out ideas. There are certainly opportunities to build businesses in the areas defined in this list; however, the program seeks fresh and original ideas to invest its funds.

Please note, we encourage entrepreneurs to work with us to learn more about how their business model could potentially be transformed to be an appropriate fit.

Ineligible Businesses

Exceptions to this list may be granted at the discretion of the Center for Entrepreneurship and Outreach director.

1. **Lifestyle businesses** set up and run by its founders primarily with the aim of sustaining a particular level of income and no more. Generally these business do not scale beyond a local market. *Examples include:*
    a. Arts or crafts that cannot be produced in large quantities
    b. Professional services / consulting businesses (Photographers, Videographers, etc)
    c. Apparel print, embroidery or resale (design licensing, however, is welcome)
    d. Restaurants / Food Trucks (new food products, however, are welcome)
2. **Select web/mobile apps. (***Exceptions may only be granted with at least 500 active users)*
    a. Any with deeply entrenched, direct competitors and limited only to advertising revenue.
    b. Event-centric social media apps
    c. Expense sharing and tip splitting apps
    d. Ridesharing, task-sharing, or textbook exchange marketplaces
    e. Campus “portals” or other all-inclusive campus resource guides
    f. Improvements or modifications to Canvas, MyCourses, or other MSU courseware
3. **Franchise or Reseller** businesses
4. **Influencer** businesses (YouTube channel / blogs / social media personalities, etc.)
5. **Multi-level marketing (MLM)** or pyramid sales plans, where a participant's primary incentive is based on the sales made by an ever-increasing number of participants
6. **Charitable, religious, or other non-profit or eleemosynary institutions**, government-owned corporations, consumer and marketing cooperatives, and churches and organizations promoting religious objectives are not eligible
7. Any business that is (or otherwise perceived to be): (a) based in a foreign country; (b) engaging in any activity that is illegal under federal and/or state law; (c) lewd or sexual in nature; (d) promoting violence or drug use; (e) gambling