

# 2015

## Problem statements

1. There are transportation corridors in Colorado (e.g. I-70 through the central mountains) that carry commercial and economic nutrients to countless Colorado businesses. These corridors play a critical role in Colorado's economic vitality and health. But they are often clogged.

Build a solution that creates business opportunity by helping address the problem of congested transportation corridors.

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2. Tourism is a vital part of Colorado's economy. Many businesses would like to know more about what attracts people to Colorado and what experience they are looking for while they are here. What are the trends and patterns among Colorado tourists?

Build a solution that helps Colorado businesses maximize their ability to provide tourists with a great experience.

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3. Businesses want more information about how their performance measures up to the competition. With more information about how they fit into their market, and compare to their competition, they can make better strategic decisions.

Build a solution that helps Colorado businesses understand how they fit into their market.

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4. Businesses and colleges partner in many ways, with ideas, talent, and resources flowing back and forth. But there is a desire for better information flow to bring together shared values and goals.

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Build a solution that helps facilitate these relationships.

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