

For Immediate Release

OXFORD, Miss, October 14 2024 - JR Restaurant Group is proud to announce another year of sponsorship of the ["Servin' the South" Business Model Competition](#), which will take place at the Jackson Avenue Center on November 7, 2024, in partnership with the University of Mississippi's Center for Innovation and Entrepreneurship. Welcoming student teams from colleges and universities across the country to compete for a grand prize of **\$10,000**.



The “Servin’ the South” competition is open to all university students nationwide, with a special invitation extended to 60 institutions from Mississippi, Arkansas, Tennessee, Louisiana and Alabama. This event presents a unique platform for aspiring student entrepreneurs to present their business models in front of a panel of diverse and experienced judges.

Competition Highlights:

- Preliminary Round: Student teams will pitch their business models in front of judges, with each team receiving 5 minutes for their presentation, followed by a 5-minute Q&A.
- Final Round: Six teams will advance to compete for the top prize, with winners announced on the day of the event.
- Prizes:
 - Grand Prize: \$10,000
 - Second Prize: \$5,000
 - Four additional finalists: \$1,000 each
 - Special Prizes: Including Best Visiting Team (\$2,500) and Best Technology Utilization/Development (\$4,000).

In addition to the prize money, top-performing University of Mississippi teams will gain automatic entry into the Gillespie Business Plan Competition in the spring.

The deadline for students to submit their first-round video presentation is October 24, 2024.

Steve Grantham Jr., President of JR Restaurant Group, said, "we are so honored to support student entrepreneurs as they develop and raise capital for their start-up ventures. This competition allows them to get their idea in front of investors, business leaders, and community stakeholders."

The Center for Innovation and Entrepreneurship (CIE) at the University of Mississippi empowers students to create innovative businesses through top-tier education, experiential learning, and renowned research. Offering both major and minor programs in entrepreneurship, CIE has supported over 65 student ventures, advised more than 838 students, and seen 535 student teams participate in business competitions since 2018. With nearly 25% of participants receiving funding, the CIE has awarded over \$357,300 in cash prizes and \$89,000 in scholarships, fostering the next generation of entrepreneurs.

The JR Restaurant Group is committed to putting people first and always looking after the communities they serve. JR-Outback continues to empower future leaders and support initiatives that foster creativity and business development.

JR Restaurant Group oversees the growth, culture, and community relations of J&R franchise locations of Outback Steakhouses, including Flowood, Hattiesburg, Meridian, D'Iberville, Tupelo, and Southaven (all in Mississippi), as well as Cordova and Jackson, Tennessee.

For more information, please visit: <https://jrrestaurantgroup.com/bloomin-is-boomin/>

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