



Increasing the Odds

Increasing the Odds is a student-produced educational documentary film designed to engage, entertain and inform the aspiring but unseasoned entrepreneur. It outlines five necessary attributes for business-start up success:

- Passionate Commitment**
- Passing the Market Test**
- Writing a Business Plan**
- Implementing the Business Plan**
- Persistence**

The film features a number of successful start-up firms and the expert insights of business professionals.

Ball State University

At the heart of the Ball State University's educational experience is what we call "*immersive learning*." Immersive learning melds content, skills, societal need, and your interests into an experience—an intense, real-world transformative experience that results in a tangible product such as a book, DVD, or business plan.

The Virginia B. Ball Center for Creative Inquiry

- E**xplore the connections among the arts, humanities, science and technology
- C**reate a product to illustrate their collaborative research and interdisciplinary study
- P**resent their product to the community in a public forum