



\$30K Entrepreneurship Competition | John P. Ellbogen

Official Rules, Requirements, and Judging Criteria

Academic Year: 2016 - 2017

OVERVIEW

Welcome to the 2016-2017 University of Wyoming \$30K Ellbogen Entrepreneurship Competition (“\$30K EEC”). We appreciate your interest in participating in this year’s event, hosted by the University of Wyoming College of Business (“COB”).

Each year hundreds of projects are completed by students and many of these projects result in creative and innovative ideas, which very possibly could be taken to the next step as a marketable product or service. The \$30K EEC at UW is designed to encourage Wyoming students to act on their talents, ideas, and energy to produce tomorrow’s leading businesses.

Students from all colleges in Wyoming at the undergraduate and graduate levels are welcome to enter the competition. Multi-disciplinary teams that combine members from many different backgrounds are encouraged, as these teams bring together the variety of skills required for a successful venture.

Competitors will have the opportunity to meet and network with successful entrepreneurs who serve as mentors and judges for the competition.

The \$30K EEC is the largest student entrepreneur competition in the state. Launched in 2000 to encourage students at UW to cultivate their ideas and innovations to possible fruition, the \$30K EEC was formerly known as the UW \$10K Competition until 2011. Since 2000, the competition has hosted more than 100 diverse student entrepreneur teams, awarded more than \$360,000 in cash prizes, in addition to providing continued mentorship and logistical support.

The \$30K EEC provides resources to aid students in the creation and implementation of their businesses. Students will also gain valuable skills and experience to help them transition to the competitive world of entrepreneurship and improve their ability to support or evaluate new ventures.

The \$30K EEC provides competitors with valuable resources in the following areas crucial to a successful entrepreneurship:

- Networks of entrepreneurs, investors, and potential partners
- Mentorship by successful and seasoned professionals
- Education in specific business planning skills and general entrepreneurial insight
- Teambuilding opportunities
- Funding and support to help the winning team(s) start their venture

The competition is for new, independent ventures in the seed, start-up, or early growth stages. The competition is supportive of teams that have a business concept for launching a new venture.



\$30K Entrepreneurship Competition | John P. Ellbogen

Official Rules, Requirements, and Judging Criteria

Academic Year: 2016 - 2017

GENERAL INFORMATION

The following rules are binding throughout the entire duration of the \$30K EEC. Participating in the \$30K EEC indicates acceptance of these rules and regulations and agreement to abide by them.

- **How to Enter:** The \$30K EEC uses the UW Survey Tool platform to manage applications. To enter, one individual from the team should complete the online enrollment forms found at www.uwyo.edu/business/ellbogen-30k no later than 3pm on October 7, 2016.
- **Entry Fees:** The \$30K EEC has no entry fee.
- **Use of Competition Materials:** The COB reserves the right to use any material prepared for the \$30K EEC in publicizing and promoting the event. The COB may use these materials in any media format. The COB may videotape or photograph any portion of the \$30K EEC and utilize these materials in any way that it sees fit.
- **Changes to Competition Rules:** While not anticipated, these rules and prizes are subject to change at the discretion of the COB at any time. The COB staff has the right to interpret these rules according to its own judgement.
- **Decisions regarding the Competition and the Winners:** All decisions regarding the competition rules, procedures, and processes are at the sole discretion of the COB. Changes and/or interpretations of these rules may be made by the COB at any time. The selection of the teams to compete and the decision of the winners are at the sole discretion of the judges and the COB. Best efforts will be made to make decisions in accordance with this Official Rules document.
- **Confidentiality Agreements:** All sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions.

Due to the nature of the competition, we are able to ask mentors, judges, staff, volunteers, competitors to sign a confidentiality agreement. However, while the COB will make every effort to limit distribution of business plans presented at the competition, the COB cannot guarantee that other individuals will not obtain access to electronic or hard copies of the business plan. All presentations are open to the general public, and some presentations may be videotaped. Attendance by media personnel may occur.

- **Copyrights & Permissions:** If a team uses copyrighted materials and/or images from a third-party in their submissions or presentation, they must obtain permission and authorization in



\$30K Entrepreneurship Competition | John P. Ellbogen

Official Rules, Requirements, and Judging Criteria

Academic Year: 2016 - 2017

advance from the owners to use this material and be able to provide such documented permission/authorization upon request from the \$30K EEC, COB, Mentors, or Judges.

- **IP Fights:** will be judged on a case-by-case basis as a situation arises.

- **Conflict of Interest Statement:** No Judge, Mentor, volunteer or competition staff member may have any vested interest, equity stake, or financial stake in any of the competing companies. Any of the previously listed parties that stand to gain financially or otherwise from the success of any of the competing companies is strictly prohibited. Any such associations will result in disqualification of the team and/or removal of that individual from his/her associated position with the competition. In addition, no Mentor or competition staff member may act as a Judge and vice versa, no Judge may act as a Mentor or competition staff member. Also, preliminary judges may not act as finalist judges and vice versa.

- **Special Situations:** If you or any member of your team needs to request approval for a special situation or an exception to these rules and guidelines, the team point of contact person should submit in writing a formal proposal explaining the situation or request no later than 3pm on October 7, 2016. The \$30K EEC will review all proposals and deliver a response via email. Proposals should be submitted by sending an email with the proposal as a PDF attachment to uwmgmtkt@uwo.edu.

- **Rules Violations**
 - Questions about the rules should be addressed to uwmgmtkt@uwo.edu for clarification.
 - Rules violation concerns must be submitted in writing to the COB detailing the purported violation, team(s) involved, and team(s) reporting the purported violation.
 - False violation reports are considered a violation and will be brought forward by the COB if deemed appropriate.
 - The COB has final authority in deciding if a violation occurred and will assess a penalty for the violation if deemed appropriate. The COB can disqualify a team or team member, advise judges of a violation and allow them to consider the facts in their rankings, remove prize eligibility, recommend barring a team or individuals from future \$30K EEC competitions, or simply dismiss a purported violation.
 - Purported violations and penalties applied can be appealed in writing by the affected team by no later than 72 hours after the penalty is issued. Appeal requests will be considered by the COB and the COB may affirm or reverse their decision based on the team's statement.