



\$30K Entrepreneurship Competition | John P. Ellbogen

Official Rules, Requirements, and Judging Criteria

Academic Year: 2016 - 2017

COMPETITION PROCESS

APPLY ONLINE

- **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.
- **Required Forms:** When applying online each team will be required to provide the following information:
 1. Application Form (one per team)
 2. Business Concept (one per team)
 3. Round 1: Video Pitch (one per team)
 4. Model Release Form (each member of the team must submit one)
 5. Confidentiality Agreement Form (each member of the team must submit one)
- **Team Media Materials**

Teams will be required to submit via www.uwyo.edu/business/ellbogen-30k by October 7, 2016, the following materials that will be used in print, web, and other media including:

 1. Team Description (if applicable include product photo)
 2. Company Logo
- **Submission Deadlines:** All submission deadlines are final. Late applications cannot be accepted and deadline extensions cannot be granted for any reason. The \$30K EEC staff encourages each team to submit their required materials early so that any technical difficulties can be resolved before the deadline.
- No competitor may under any circumstances attempt to contact a judge before or during the competition. Any such behavior will result in the disqualification of the competitor and his/her team from the \$30K EEC. Competitors who have any questions regarding potential conflicts of interest for any of the judges at any stage of the \$30K EEC should address them immediately to Corey Billington at cbillin2@uwyo.edu and Caitlyn Emmett at cemmett3@uwyo.edu.
- **Important Deadlines:** See page #5



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ROUND 1: VIDEO PITCH

- Applicants must submit via www.uwyo.edu/business/ellbogen-30k to the \$30K EEC online by 3pm on October 7, 2016, a 2-minute video pitch in .mov format. **Files should be named according to the following format: VP_CompanyName.mov.**
- The informal video should impress with the value proposition of your idea or organization. All videos will be judged on content, not quality.
- The focus of the Video Pitch is to describe your team and your value proposition. You may be as creative as you like with your Video Pitch but your pitch should quickly touch on and include the following information:
 - Who you are (Team Members/Team Leader)
 - Company Name
 - Product or service value description (include current status of development)
 - Describe what customer need you are improving
 - Customer/Market analysis
- Video Pitches will be evaluated using the following judging criteria:
 - Content of value proposition, including the thoroughness and quality of the analysis
 - Clear communication
 - Community impact and job creation potential
 - Potential of team to launch a viable business venture
- Winners of ROUND 1 will be contacted on October 14, 2016 via email.

****NOTE:** Winners of ROUND 2 will have their Video Pitches from ROUND 1 voted on by the Public March 13 – April 19, 2017. A “Fan Favorite”, the Video Pitch with the most votes, will win \$1,000. The “Fan Favorite” Video Pitch Winner will be announced on April 20, 2017.



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ROUND 2: E2E PITCH

- Winners of ROUND 1 will be contacted by Competition Coordinator Caitlyn Emmett to schedule to give their **Oral Presentation** of a 5 minute E2E Pitch (pitching their Business Concept), followed by a 5 minute Q&A to a panel of judges on October 28, 2016.
- Your E2E presentation to the panel of judges may be given in any format you feel fits your concept best but you **MUST** submit a written Business Concept.
- **Business Concept Submission:** A business concept is due to the \$30K EEC online by 3pm on October 21, 2016. Please submit an electronic version via www.uwyo.edu/business/ellbogen-30k in Adobe Acrobat PDF. No other format will be accepted. **Files should be named according to the following format: BC_CompanyName.pdf.**
 - **General Guidelines:** Business Concepts are limited to 5 pages of text, must be at least a 10pt font, have at least a .75" margins on all four sides and should include the following information (in as much detail as possible):
 - Cover Sheet (Company Name, School, Presenting Team members, Team Leader contact info)
 - Product or service description (include current status of development)
 - Customer/Market analysis (market size and potential market share)
 - Sales and Marketing Plan (how will you go-to-market)
 - Intellectual property status (e.g., patents, licenses, etc..) (if applicable)
 - Competitor Analysis (competitors and your competitive difference)
 - Management team and/or advisors, including relevant experience
 - Financial highlights (actual and expected)
- Judges will evaluate each competitors' E2E Pitch using the following judging criteria:
 - Content of plan, including the thoroughness and quality of the analysis
 - Effective use of business information and research
 - Clear communication
 - Probability of successful launch
 - Community impact and job creation potential
- Judge's Scoring Process, please see page #19
- Teams will be notified of whether they are invited to compete in ROUND 3 via email on October 31, 2016.
- ROUND 2 Winning Teams will be assigned a Mentor by November 18, 2016. The Mentor will meet with the team a **minimum of four (4)** times to assist/guide the team as they fine tune their final Written Business Plan and Oral Presentation. Scheduling meetings with the Mentor is the responsibility of the Team.



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ROUND 3: FINAL PRESENTATION

- **Final Written Business Plan**

- **Submission:** A complete written business plan from teams will be due by 3pm on April 3, 2017. Please submit an electronic version via www.uwyo.edu/business/ellbogen-30k in Adobe Acrobat PDF. No other format will be accepted. **Files should be named according to the following format: BP_CompanyName.pdf.**
- **General Guidelines:** Written business plans are limited to 10 pages of text, be at least a 10pt font and have at least a .75" margins on all four sides, and should include the executive summary and summary financial data. Detailed spreadsheets and appropriate appendices should follow the text portion of the plan but will be limited to 6 pages. Plans with fewer than 6 pages of appendices may not use the remaining pages to increase the size of their business plan beyond 10 pages. In total, the maximum number of pages is 18, if a cover page and table of contents is included.
- **Content:** Your business plan should include (max 10 pages – Cover page or table of contents is not included in count):
 - Cover Sheet (Company Name, School, Presenting Team members, Team Leader contact info)
 - Executive Summary
 - Product or service description (include current status of development)
 - Customer/Market analysis (market size and potential market share)
 - Sales and Marketing Plan (how will you go-to-market)
 - Intellectual property status (e.g., patents, licenses, etc..) (if applicable)
 - Competitor Analysis (competitors and your competitive difference)
 - Management team and/or advisors, including relevant experience
 - Financial highlights (cash flow, income statement, balance sheet)
 - Offering of the company (how much investment you are seeking, uses of funding, etc...)
- **Appendices:** should be included only when they support the findings, statements, and observations in the plan. The text portion of the plan (10 pages) must contain all pertinent information in a clear and concise manner. All appendixes must fall within the 6 page limit; any pages over this limit will not be posted or otherwise provided to the judges.
- **Changes to Your Final Written Business Plan:** Once your written business plan is submitted on April 3, 2017 via www.uwyo.edu/business/ellbogen-30k it will be provided for review by the judges. You will not have a chance to modify your written business plan after you submit it. However, if you feel you need to modify your plan,



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when you make your oral presentations on campus, you can incorporate these changes into your presentation.

- **Oral Presentations**

Oral presentations will take place at the Gateway Center on April 20, 2017.

All presentations must be the original work of the presenting team members.

The teams in ROUND 3 will have 15 minutes to present, followed by a 10 minute in-depth Q&A session with the Judges. There will only be 5 minutes between each presentation for teams to set-up in ROUND 3.

- Judge's Scoring Process, please see page #21.

****NOTE:** Teams may not observe another team's prior practice or prior feedback sessions.

****Equipment:** Teams MUST have their presentation on a flashdrive and submitted to Caitlyn by Wednesday, April 19th by 3pm, so it can be added to the presentation laptop at the Gateway Center. We will have clickers and microphones available as well that day for your presentation.

Please let us know if you have any questions or have any special equipment needs. If you have questions about audio/video equipment, please contact the Competition Coordinator as soon as possible at uwmgmtmkt@uwyo.edu. Please note that if your presentation contains video, graphics, and/or sound, you should let us know in advance, and we will try to help ensure that your presentation works properly at the Competition. However, based on past experience, we cannot guarantee that video, graphics, and sound will work 100% of the time.

Dress Attire: Dress attire throughout all the rounds should be business attire, unless otherwise dictated by your venture presentation.