



## **GRADUATE TEAMS – SEMIFINALIST RULES**

**Portland, Oregon, April 11-13, 2019**

All invited semifinalist teams must be able and committed to traveling to Portland, Oregon and participating in all NVC events (defined below) for the entire competition. All events will take place at the Embassy Suites Hotel in downtown Portland unless otherwise indicated.

Note: Each member of the team must participate in all formal presentations. Teams and faculty advisors may not observe other team's presentations until after they have presented their own plan.

### **START-UP ROUND EVENT –THURSDAY, APRIL 11 (all teams must be onsite no later than Noon)**

The Start-up Round is an opportunity for all semifinalist teams to become familiar with the presentation room, equipment and competition format. This round will include a 60 second Elevator Pitch with immediate feedback as well as a presentation format which consists of a 30 minute running clock during which time judges may ask questions.

### **TRADE SHOW EVENT – THURSDAY, APRIL 11**

The Trade Show offers competing teams a first look at their competition in an informal setting. Each team is to create a tabletop display of its new venture product and services.

- Each team will be provided one six-foot table with skirting. Teams may rent easels, power strips, electrical cords and other A-V equipment through the host hotel. The venue does not permit hanging anything on the walls. All signage must fit in your six-foot area, and may not intrude on other teams.
- Some access to Wireless Internet is available.
- During the posted Trade Show period, one student per team must be available at all times to discuss your concept with trade show attendees.

### **ELEVATOR PITCH COMPETITION – THURSDAY, APRIL 11**

The Trade show includes an Elevator Pitch Competition. One member of each team will have 60 seconds to pitch the essence of their business in an attempt to entice a team of investor/judges to inquire further about the venture.

- Team presentation order will be determined by a random draw during the competition.
- The pitch must be a bare-bones verbal communication (**visual aids of any type are not allowed**) and must be delivered in one minute or fewer—there will be a “hard stop.”
- One representative of each team stands before the judges (and the audience) to "sell" their business venture in a concise but thorough and engaging way. The team member presenting the pitch will introduce themselves and then a clock begins a countdown from 60 seconds.
- Presenter must stay on the stage during the pitch.

### **SEMIFINAL ROUND – FRIDAY, APRIL 12**

In the Semifinal Round, each team will be given 30 minutes to present its business plan during which time the judges may ask questions. **TIME LIMITS WILL BE STRICTLY ENFORCED.** Teams will receive 20 minutes of private feedback from their panel of judges in the afternoon.

### **KEYNOTE LUNCH – FRIDAY, APRIL 12**

Teams enjoy a luncheon before the feedback sessions in the afternoon.

### **BLUESTAR FINALIST ANNOUNCEMENT/ TEAM BOWLING EVENT – FRIDAY, APRIL 12**

All team members attend the Finalist Announcement at Grand Central Bowl located in downtown Portland to learn who will be competing in the Final Round on Saturday morning. After the announcement the teams will get to know their competition by competing in a friendly bowling event.

### **FINAL ROUND – SATURDAY, APRIL 13**

In the Final Round, each team will be given 30 minutes to present its business plan during which time the judges may ask questions. **TIME LIMITS WILL BE STRICTLY ENFORCED.** Teams will receive 20 minutes of private feedback from their panel of judges in the afternoon.

### **LIGHTNING ROUND – SATURDAY, APRIL 13**

The remaining 12 semifinalist teams will compete in the Lightning Round which runs concurrently with the Final Round competition. During an individual, closed door session the team conducts a round-table presentation/discussion with a judging panel. This round does not allow for the use of presentation materials or props. Teams compete in one of four, three team concurrent tracks. One winner from each track will be selected by the judges. Only student team members that participated in the Semifinal Round can actively participate.

**Scenario:** A group of business executives / potential investors are available for a condensed pitch from the venture team. Visual aids are not allowed and the team is judged on their ability to focus, absorb feedback, and make adjustments "on the fly."

- During this round, teams will have a 10 minute initial presentation time, followed by a 15 minute feedback session in which the judges will identify specific issues for the team to consider. Teams will then have a 20 minute adjustment period to prepare a response to the judges' identified issues. In the adjustment period, teams may access research information, related materials, laptop computers and other reference items. The Lightning Round concludes with a final 15 minute follow-up presentation where the team presents a strategic response to the judges identified issues.
- Teams will be provided only with table napkins and ball-point pens to prepare any visual aids in presenting their responsive strategies to the judges.
- Faculty advisers are allowed to attend the initial presentation/discussion but **MUST LEAVE** during the team's response analysis and preparation time.

### **AWARDS CEREMONY – SATURDAY, APRIL 13**

Teams must be present to win.