

NEW VENTURE CHAMPIONSHIP

JUDGING CRITERIA BY ROUND

ELEVATOR PITCH COMPETITION

One representative of each team will introduce themselves, and then have 60 seconds to pitch the essence of their business to the judges and the audience to entice a team of investor/judges to inquire further about the venture.

Details:

- All semifinal teams will participate in the Elevator Pitch Competition during the live rounds April 29-30.
- The pitch must be a bare-bones verbal communication (**visual aids of any type are not allowed**) and be delivered in one minute or less—there will be a hard stop at the end of 60 seconds.

Judging Criteria:

- Ability to grab and hold attention – set the “hook”
- Well defined problem/pain and solution
- Well defined and quantified accessible market
- Justification for team’s ability to succeed
- Interest in a follow-up meeting

GROUP & SEMIFINAL ROUNDS

In both the Group and 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.** Following the completion of the semifinals round, each team will receive 20 minutes of private feedback from their panel of judges.

Judging Criteria:

All competing venture teams will be evaluated by a team of qualified business professionals. Judges will evaluate forms to help them assess your written plan, your presentation and overall quantitative and qualitative assessment of your venture’s viability. Judges will be instructed to consider the quality of your business plan in relation to the quality of your team and the team’s ability to understand the unique strategic needs of your venture as demonstrated through your performance during the presentation. Regardless of the quality of your presentation, the quality of your written business plan must meet a professional level of acceptability and credibility.

Business Plan

- Executive Summary - clear, exciting, and effective as a stand-alone overview of the plan
- Company Overview - presents a vision, history, genesis of concept, current status, overall strategy, and objectives for the business
- Go to Market Strategy - description of market, competitive analysis, customer needs identification, market acceptance, unique capabilities, and sales and promotion
- Products or Services - describes the key features and benefits, pricing, current state of development, and proprietary position
- Management Team - backgrounds of key individuals, ability to execute strategy, additional personnel needs, organizational structure, and role of any non-student executive/team members
- Environmental Sustainability & Social Responsibility – any claims should be supported with a clear problem/solution and credible measurements of success
- Financials - presented in an easy to read and understandable format that is consistent with the launch and growth strategies of the plan and supporting assumptions. Financial information should provide a balance between sufficient details in the early years with annual summaries over a reasonable investment horizon.
- Operations - plan for production, delivery of product or services, cost, margins, operating complexity, and resources required

- Investment Offering - Proposal/terms to investors; indicates amount seeking, the structure of the deal, the ROI, and possible exit strategies
- Written plan composition – Communicative value and quality; is the plan maximum of sixteen (16) pages with minimal redundancy. The plan may also have a cover page and table of contents for a total of 18 pages.

Oral Presentation Clear concise presentation of the following:

- Problem definition and solution overview with noted features and benefits
- Evidence of customer discovery and validation efforts to date
- Business model structure with clearly defined key assumptions
- Market opportunity and go to market and sales strategy
- Operations assumptions and plans
- Management team expertise and additional team needs
- Financial plan and analysis
- Offering and investment analysis

Company Viability

- Market opportunity – indicates a clear market need and a way presented to take advantage of that need
- Distinctive competitive advantage – company provides a unique/special element that provides a competitive edge
- Management team capability – the team is capable of effectively developing and growing the venture
- Financial understanding – the team has a solid understanding of its business model and the financial statements reflect this
- Growth and investment potential – the request for funding and the risk and return of investing is clearly outlined
- Integration of Environmental Sustainability & Social Responsibility - **the** team demonstrates commitment to embedding environmental and or socially responsible practices into the value chain of their venture

FINAL ROUND

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.** Following the completion of the round, teams will receive 20 minutes of private feedback from their panel of judges.

Judging Criteria:

All competing Final Round venture teams will be evaluated by a team of qualified business professionals. Judges will assess your written plan, your presentation, and an overall quantitative and qualitative assessment of your venture's viability. Judges will be instructed to consider the quality of your business plan in relation to the quality of your team and the team's ability to understand the unique strategic needs of your venture as demonstrated through your performance during the presentation. Regardless of the quality of your presentation, the quality of your business plan must meet a professional level of acceptability and credibility in order to expect winning the round.