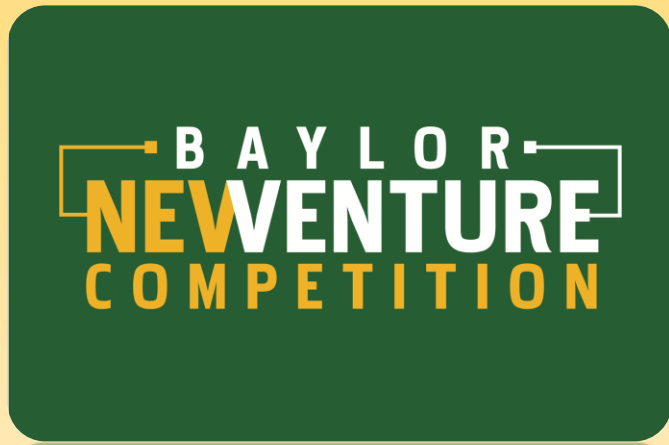


Baylor Entrepreneurship New Venture Competition



Competition Overview

Rules & Procedures

newventurecomp@baylor.edu

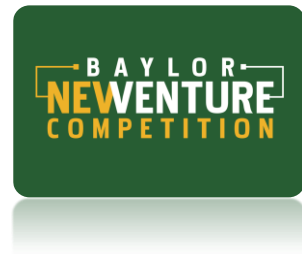
2017



Baylor Entrepreneurship New Venture Competition Overview

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II. General Competition Information

A. Introduction

The Baylor New Venture Competition is the premier business plan and elevator pitch competition hosted by the Hankamer School of Business at Baylor University. Underwritten by an anonymous gift to Baylor University and the Hankamer School of Business, the competition promotes entrepreneurship and small business development by focusing on student created, managed, and owned ventures. Students are provided with expert feedback and the opportunity to win prizes to help fund their ventures.

Elevator Pitch Competition

The Elevator Pitch Competition is a team competition where students from each team will have the opportunity to present their new venture in an elevator-pitch format to a live audience. The audience will choose the best pitches and prizes will be awarded to the teams for each of the top three student presenters.

Audience Choice Prizes

- 1st Place - \$1,500
- 2nd Place - \$1,000
- 3rd Place - \$500

Business Plan Competition

The Business Plan Competition is a dual-round, team competition where student teams will present their new ventures in a traditional slideshow format to a panel of judges. Grand Prizes will be awarded to the top three student teams.

Grand Prizes

- 1st Place - \$60,000
- 2nd Place - \$35,000
- 3rd Place - \$20,000

Honorable Mentions - \$1,500



B. Important Dates

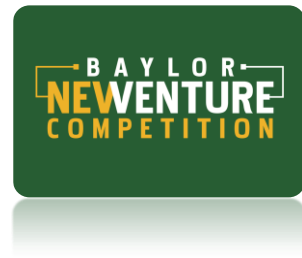
Task	Due Date
Executive Summary Submission Deadline	November 6, 2016
Announcement of Top 50	December 5, 2016
Business Plan Submission Deadline	December 30, 2016
Announcement of Finalists	January 30, 2017
Coaching and Feedback Sessions	February 23, 2017
Kickoff Dinner and Elevator Pitch Competition	February 24, 2017
Business Plan Competition	February 25, 2017

C. Confidentiality and Intellectual Property

All submitted information is deemed the property of the participating teams and any licensors that it has. All of our judges and staff are working professionals and investors who routinely evaluate business plans and protect the property of others in the process. However, they do not sign any non-disclosure agreements to participate in this competition. Teams are strongly encouraged NOT to provide any specifics or details that are considered to be intellectual property or the key to intellectual property. There will be no penalty in judging when a question or issue is not fully addressed because of concerns over confidentiality. In addition, Global Entrepreneurship Week, Inc. (GEW) and their Startup Compete system have their own confidentiality policies and teams should review those when agreeing to the use of the Startup Compete system.

D. Conflict of Interest Statement

No Judge, Board member, Rules Committee member, volunteer, or competition staff member may have any vested interest, equity stake, or financial stake in any of the finalist companies. Any of the previously listed parties that stand to gain financially or otherwise from the success of any finalist company is strictly prohibited. Any such associations will result in disqualification of the team and/or removal of that individual from his or her associated position with the competition.



III. Elevator Pitch Competition

The Elevator Pitch Competition will take place during the Kickoff Dinner the evening before the Business Plan Competition. Only the 12 finalist teams from the Business Plan Competition will be eligible to participate in the Elevator Pitch Competition. The Elevator Pitch Competition will be an audience-voted competition – the audience will be the judge.

Format

The elevator pitch competition will take place in 2 rounds.

- In the first round, the 12 finalist teams will present in four flights of three teams. After each flight, a round of voting will take place. The four teams with the most votes in each flight will move to the second round.
- In the second round, a **different team member** from each team must give the elevator pitch. The first, second, and third place finishing order will be determined by the number of votes each team receives in the second round. The team receiving the least votes will not be awarded a prize.

Rules & Criteria

- Pitches must be no longer than 90 seconds. Pitches will be hard stopped at the 90 second mark. Time begins when the presenter begins speaking.
- No visual aids, index cards, slides, or props may be used during the pitch.
- There will be no question and answer period following the pitches.
- Presenter must be physically present and give the elevator pitch live, in person. The winners must also be present to claim their prizes.
- Presenters will be scheduled to present in random order. A list with the presentation order will be generated on the day of the event.
- There are no specific requirements for the content of the elevator pitches. Contestants should consider the overall presentation including content, delivery, and audience impact.
- Two presenters from the same team should create different pitches
- There will be no guarantees of confidentiality; presenters are encouraged to avoid speaking about topics or items that should remain confidential.
- In the case of a tie, a second vote will take place including only the tied teams.



IV. Business Plan Competition

Rules & Criteria

E. Team Rules

All teams must meet the following criteria to qualify for the business plan competition:

- Competition teams must be composed of 2-4 student members, and may not have non-student members. Non-students may be involved with the company outside the competition, but may not be a part of the competition team (i.e. may not present or answer questions for the team) and will not be eligible to receive any prize money.
- Team members must be students currently enrolled at an accredited university or have graduated from an accredited university within the previous 15 months of the executive summary submission deadline for the competition. Teams may be comprised of undergraduate, graduate, or post-graduates students.
- Submissions should be for ventures that are early stage, for profit and could be seeking investment capital. This does not typically include buy outs, entity expansions, real estate ventures, funds, franchise purchases, not for profits, and spin-outs. Companies may not have raised previous investment capital except from founders, friends, and family; may not be subsidiaries; or recapitalizations.
- Students must have fundamental, equity-holding positions within the company. Companies must be founded by current students and all founders currently with the company at the time of competition must be present on the competition team. All student team members should hold "C-Level" positions within the company.
- Students must have a combined ownership of at least 25% of the founder's equity in the company. A current capitalization table must be submitted with the application and attested by each owner. If no legal structure has been adopted then a proposed capitalization table will be accepted.



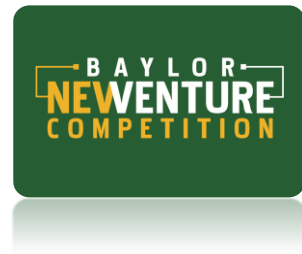
- One person on the team must be designated as the team lead at the time of the submission and will be the only point of contact with NVC.
- No person can be a member of more than one team.
- All teams may participate in future competitions, including finalist teams, but no team may use the same or similar plan submitted in a previous Baylor New Venture Competition.
- Finalist teams must confirm attending team members no later than 2 weeks prior to the competition weekend. Failure to confirm team members or subsequent changes/additions/subtractions in team composition after this 2 week mark may result in team disqualification.
- Confirmed finalist teams must be complete and present during the entire competition and at the time of the prize presentations to be eligible for prizes. Exceptions may be made on a case-by-case basis for teams with international team members who are currently attending classes in a country other than the United States, or for cases of highly extenuating circumstances.

F. Competition Format

The business plan competition will take place in two stages: (1) the online stage, and (2) the live presentation stage. For both stages, all documents and presentations must be in English.

For the online stage, all entering teams will submit a two page executive summary through Startup Compete. A round of judging will take place and the top 50 companies will advance to the business plan round. These 50 teams will submit their full ten-page business plans through Startup Compete. Another round of judging will take place, with each of these 50 teams also receiving feedback from the judges who scored their business plan. This round of judging will determine the top 12 finalists who will be invited to present their companies live on Baylor University's campus.

For the live presentation stage, all 12 finalist teams will take part in a semifinal round. There will be two flights of six teams. The top two companies in each flight will advance to the final presentations, as well as the "wildcard" team – the next highest scoring team overall from the remaining eight. These five teams will present in the final round, and the top three prize winners will be chosen from these top five finalists.



G. Executive Summaries

- All submitted work must be the original work of team members or appropriately licensed work of others. Any submission that does not meet these requirements will be eliminated from the competition.
- Executive Summaries must follow the following format:
 - Must be no longer than 2 pages
 - At least a 10 point font
 - At least .75" margins on all four sides
 - Must be submitted in **PDF format** through Startup Compete.
- Please include the recommended data points listed below. Additional data points not listed below can be provided within the length guidelines. Executive summaries can be single or double spaced.

H. Executive Summary Data Points

- One Sentence Summary
- Overview of Business
- Problem Solved
- Product or Services Offered
- Market Overview
- Business Model
- Customers or Prospective Customers
- Sales & Marketing Strategy
- Competitive Environment
- Management Team
- Capital Needed
- Contact Info for the Team Leader



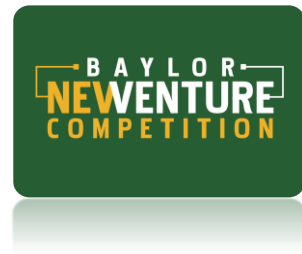
I. Executive Summary Scoring Criteria

- Quality of the Idea 20%
- Viability and Scalability of Model / Strategy 20%
- Market Attractiveness and Exit Potential 20%
- Quality of Written Work 10%
- Investor Interest Level 30%

J. Executive Summary Ranking Procedure

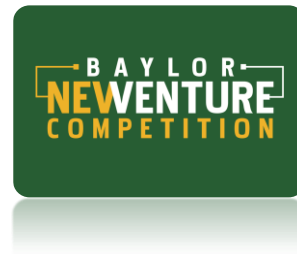
Each judge will provide a numeric score for each of the criteria sections above for each executive summary submission that they review. After scoring, each judge's raw scores will be used to rank each executive summary in comparison to all of the plans that judge reviewed. For that judge, the company with the highest raw score will receive the rank of 1, then proceed numerically through all of the other executive summaries reviewed. The individual team with the lowest cumulative ranking score across all of the judges that reviewed that executive summary will be considered first, the next lowest cumulative rank will be second, proceeding to the 50th place team. Ties between teams with the same cumulative scores will be decided based on the most #1 or progressive rankings until the tie is decided. Further ties will be broken based on raw scores.

Please note: All submission deadlines are final. Late applications cannot be accepted and deadline extensions cannot be granted for any reason. The NVC staff encourages each team to submit their executive summary early so that any technical difficulties can be resolved before the deadline hits.



K. Business Plans

- All submitted work must be the original work of team members or appropriately licensed work of others. Any submission that does not meet these requirements will be eliminated from the competition.
- Business plans must follow the following format:
 - Business Plans must be no longer than 10 pages
 - Up to 10 pages of appendices may be included after the 10 business plan pages
 - Must delineate clearly between end of business plan pages and beginning of appendix pages (if applicable)
 - Documents should include page numbers
 - At least a 10 point font
 - At least .75" margins on all four sides
 - Must be submitted in **PDF format** through Startup Compete
 - Title/Cover page, and table of contents do not count toward 10 page limit
- Plans that exceed these limits or violate these stipulations will be eliminated from the competition.
- All deadlines are final. Out of respect to other teams and judges, no submissions will be accepted after the deadline.



L. Business Plan Format

All Business Plans must be submitted through Startup Compete in **.pdf format** and should follow the outline described below. The title/cover page and table of contents do not count as part of the 10 business plan pages.

- Title/Cover Page (*Does not count toward 10 business plan pages*)
- Table of Contents (*Does not count toward 10 business plan pages*)
- Executive Summary
- Business Mission and Vision
- Business Description
- Market Analysis
- Description of Products & Services
- Organization & Management
- Marketing & Sales Strategy
- Financials*
- Appendices (*Up to 10 pages of appendices*)

**Must have at least a detailed 5-year projected income statement*

M. Business Plan Scoring Criteria

- | | |
|---|-----|
| • Quality of the Idea | 20% |
| • Viability and Scalability of Model/Strategy | 20% |
| • Market Attractiveness and Exit Potential | 20% |
| • Quality of Written Work | 10% |
| • Financial Projections | 10% |
| • Investor Interest Level | 20% |



N. Business Plan Feedback Procedure

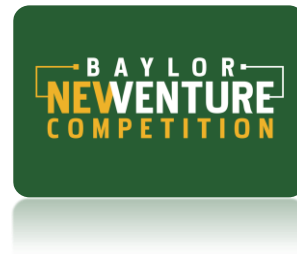
Each judge will provide a numeric score and comments for each of the sections above for each business plan submission that they review. This feedback is to provide an educational opportunity for the team and is not utilized in the competition ranking process although it may influence the judge's ranking decisions. This feedback is provided using the Startup Compete system.

O. Business Plan Judging Procedure

Each judge will provide a numeric score for each of the criteria sections above for each business plan submission that they review. After scoring, each judge's raw scores will be used to rank each business plan in comparison to all of the plans that judge reviewed. For that judge, the company with the highest raw score will receive the rank of 1, then proceed numerically through all of the other business plans reviewed. The individual team with the lowest cumulative ranking score across all of the judges that reviewed that business plan will be considered first, the next lowest cumulative rank will be second, proceeding to the 12th place team. Ties between teams with the same cumulative scores will be decided based on the most #1 or progressive rankings until the tie is decided. Further ties will be broken based on raw scores.

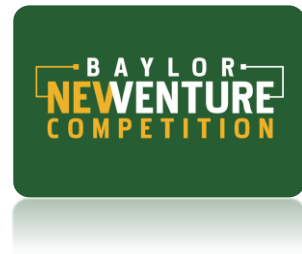
These 12 teams will be the finalist teams to present at the live event.

Please note: All submission deadlines are final. Late applications cannot be accepted and deadline extensions cannot be granted for any reason. The Baylor NVC staff encourages each team to submit their business plan early so that any technical difficulties can be resolved before the deadline hits.



P. Presentations

- Up to 12 finalist teams will be selected from submitted written plans and will present to a panel of judges.
 - All presentations must be the original work of the presenting team members. Presentations should be done in PowerPoint or other PC-compatible format.
 - No more than 2 minutes of video content should be included as a part of the live pitch presentation.
 - All team members must contribute (have a speaking part) during the live presentation.
- a) **Feedback Round**: All 12 teams must go through the presentation feedback round. This round will take place prior to the Kickoff Dinner. Teams will give a 10-minute pitch to feedback session coaches and receive in-depth, personalized feedback on their pitch which may then be used to craft and revise their presentations before the competition.
 - b) **Semifinal Round**: All 12 finalist teams will present in the semifinal round. The semifinal round will consist of 2 flights of 6 teams each. Presentations will be 10 minutes followed by 10 minutes of Q&A from the panel of judges. The top two teams from each flight, plus the next highest scoring company from either flight (the “wildcard”) will advance to the finals.
 - c) **Break**: After the first round of presentations, all participants will break for lunch. The 5 finalist teams will be announced during this time. Teams will be able to utilize the break period to make changes or modifications to their presentations based on judges’ questions and feedback from the first round.
 - d) **Final Round**: The 5 finalist teams will return to present in the afternoon for the grand prizes. Second round presentations will also run 10 minutes, with 10 minutes of judge Q&A.



Q. Presentation Judging Criteria

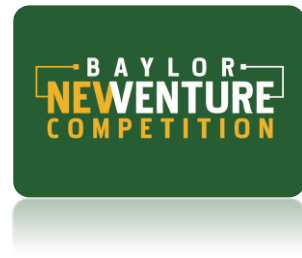
- Situation Analysis
- Market Opportunity
- Business Model
- Competition
- Go To Market Strategy
- Management Team
- Financials
- Investment Potential
- Effectiveness of Q&A Answers
- Overall Presentation Effectiveness

R. Presentation Feedback Procedure

Each judge will provide a numeric score for each of the sections above and will provide comments for each presentation that they view. This feedback is to provide an educational opportunity for the team and is not utilized in the competition ranking process although it may influence the judge's ranking decisions. Round 1 and Round 2 judge comments will be sent to the teams after the competition by e-mail.

S. Presentation Judging Procedure

For each presentation, judges will fill out a scorecard and investment allocation sheet for each presenting team. The scorecard consists of the 10 Presentation Judging Criteria listed above with a 1-7 scale for each criterion. The best score possible will be 70. Each judge will also fill out an investment allocation sheet, where they have \$100,000 to allocate among the presenting teams, as if they were making real investments**. The scorecard will count for 90% of the final score, and the investment allocation will count for 10% of the final score.



V. Additional Competition Information

T. Competition Board

This competition is planned and overseen by a Board of Advisors comprised of Kendall Artz, Preston Marshall, Hall T. Martin, Bruce Ballengee, and Bob Knorr.

U. The Use of Mentors & Faculty

- Mentors cannot be part of the team.
- The use of mentors is the responsibility of the teams if used.
- Mentors must agree to mentor the team.
- Mentors should not directly participate in the writing, direct editing, or specific development of any part of the submission.
- Mentors should provide advice and insights into the development of the plan, presentation coaching, and other general education interactions.
- Interaction with mentors is not required but is encouraged for the best learning opportunity.

V. Rules Committee & Rules Violations

- Questions about the rules or guidelines should be addressed to NewVentureComp@Baylor.edu for clarification.
- Rules violation concerns must be submitted in writing to the competition Rules Committee detailing the purported violation, team(s) involved, and team(s) reporting the purported violation.
- False violation reports are considered a violation and sanctioning will be brought forward by the Rules Committee if deemed appropriate.
- The Rules Committee is comprised of a Baylor faculty member, Baylor student representative, and third member selected by the Competition Board each year for the competition.
- The Rules Committee has final authority in deciding if a violation occurred and will assess a penalty for the violation if deemed appropriate. The Rules Committee can disqualify a team or team member, increase cumulative ranking scores (decreasing overall ranking), change

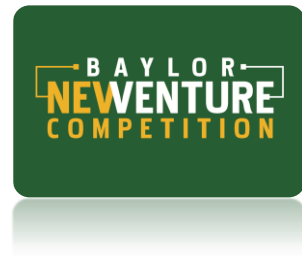


rankings, advise judges of a violation and allow them to consider the fact in their rankings, remove prize eligibility, disqualify a team or University from future competitions, or simply dismiss a purported violation.

- 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 Rules Committee and the Rules Committee may affirm or reverse their decision based on the team's statement.
- The Competition Board has final jurisdiction on all multi-competition recommendations of the Rules Committee.

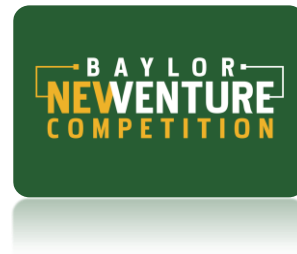
W. Special Situations

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 November 4, 2016. The Rules Committee will review all proposals and deliver a response through the Director of the Competition. Proposals should be submitted by sending an e-mail with the proposal as a PDF attachment to NewVentureComp@baylor.edu.



X. Spirit of the Competition

The spirit of the Baylor New Venture Competition competition is that current undergraduate or graduate students both originate, found, and lead the startup idea. Teams not aligned with this vision or not working towards this end may be disqualified (e.g. an existing company run by non-students cannot recruit students only to become eligible for the competition). However, student founders may recruit other students to meet eligibility requirements – this adds to the student educational experience. The NVC Rules Committee reserves the right to review companies on a case-by-case basis and make eligibility decisions. Any appeal of a rules committee decision will be sent to the rules committee for reconsideration, and if uncertainty remains, to the Competition Board, who will make a final decision. Teams that are unsure of their eligibility should contact the NVC Program Manager at the e-mail address below. Competitors who promote illegal, illicit, unethical, immoral, or other types of activities which may be considered unworthy of association with the Baylor New Venture Competition or Baylor University may be disqualified.



Y. Prize Payments

Cash and non-cash prizes for the Baylor New Venture Competition will be awarded and paid to the legal entity where one exists. If no entity exists then the prizes will be awarded to individual student team members in proportion to the capitalization table or proposed capitalization table submitted. Cash prizes will not be paid at any time to non-students outside of an entity. If a non-student holds an equity position as indicated on a capitalization table where there is no entity present, the cash prize will be paid on a pro-rata basis to only the student members listed on the capitalization table. If no capitalization table exists, prize money will be split equally between student team members. Recent alumni competing within eligibility guidelines are equal to current students where matters of prize money are concerned.

Prize awards may be subject to taxation and are the sole responsibility of the entity or person to whom the awards are distributed. Each entity or individual will be required to provide a W-9 before receiving any prizes. All non-entity prize payments will be reported on a Form 1099-MISC. Foreign entity applicants need to contact the competition program manager at the e-mail address below to get exact requirements.

Questions about any aspect of the competition should be addressed to NewVentureComp@Baylor.edu.

Z. Annual Follow-Up Questionnaire to Finalist Teams

All finalist teams will be expected to fill out an annual follow-up questionnaire that will speak to the status of their business at the time of and in the years following the Baylor New Venture Competition.

**Please note that the investment allocation sheet is for scoring purposes only and does not constitute judges' willingness or intent on making a real investment of any kind.