

## V. Dale Cozad New Venture Competition

### Official Rules, Requirements, and Judging Criteria

2011-2012

Document updated:  
November 4, 2011

Welcome to the twelfth annual V. Dale Cozad New Venture Competition (CNVC). We appreciate your interest in participating in the competition, hosted by the Technology Entrepreneur Center (TEC) and the Academy for Entrepreneurial Leadership (AEL) at the University of Illinois at Urbana-Champaign (Illinois).

**Team members will be asked to sign a statement that they have read and understand the contents of this document. Please read through it carefully, and let the TEC faculty/staff know if you have any questions regarding the contents herein.**

#### **Contents**

Official Rules and Submission Requirements.....	2
Cash Prizes & Awards.....	4
Schedule and Description of Events.....	5
Team Eligibility Requirements.....	8
Submission Materials Guidelines.....	9
Oral Presentation Guidelines for Finalist Teams.....	10
Judging Criteria.....	11
Forms & Other Documents.....	12

**Competition Website:**  
**[www.cozadcompetition.illinois.edu](http://www.cozadcompetition.illinois.edu)**

# 2011-2012 V. Dale Cozad New Venture Competition

## Official Rules and Submission Requirements

Ability to participate in the CNVC is determined by the criteria outlined below. Please note the following key dates (all times in this document, unless otherwise noted, are Central Time):

	<u>Date:</u>	<u>Time:</u>
<b>Deadline to register for participation in the Kickoff Event</b>	Monday, November 14, 2011	5:00 PM
Cozad New Venture Competition kickoff event	Wednesday, November 16, 2011	4:00 PM
<b>Deadline to register for participation in the Speed Teaming Event</b>	Tuesday, November 29, 2011	5:00 PM
Cozad New Venture Competition speed teaming event	Thursday, December 1, 2011	4:00 PM
<b>Deadline to submit Intent to Compete form online</b>	Monday, January 23, 2012	5:00 PM
<b>Deadline for submitting One Page Business Plan (OPBP) online</b>	Monday, January 30, 2012	5:00 PM
Elevator Pitch Round One	Tuesday, February 7, 2012	5:00 PM
<b>Deadline to submit Signed Waivers for all team members</b>	Tuesday, February 7, 2012	5:00 PM
Elevator Pitch Round Two	Tuesday, February 14, 2012	5:00 PM
Workshop: Putting the Plan Together	Thursday, February 16, 2012	12:00 PM
<b>Deadline to submit Final Materials</b>	Friday, February 24, 2012	5:00 PM
TEC/AEL announce semi-finalists via competition website	Thursday, March 8, 2012	5:00 PM
Workshop: Oral Presentations	Wednesday, March 14, 2012	3:00 PM
<b>Deadline for Withdrawal from competition</b>	Friday, March 16, 2012	5:00PM
<b>Competition Finals Event</b>		
Semi Finals	Friday, March 30, 2012	9:00AM
Finals and Lunch reception	Saturday, March 31, 2012	8:30AM
<i>Winners announced at awards ceremony</i>		

### General Information:

The V. Dale Cozad New Venture Competition (CNVC) is designed to encourage students, researchers, and community members to create new sustainable businesses in the Champaign-Urbana area. The contest encourages the development of the entrepreneurial spirit through teamwork and competition. Teams are invited to create a venture pitch around an idea of their choice. Assistance is available in the form of mentors, workshops, and courses to guide teams through the phases of venture creation.

Various prizes provide for a wide range of opportunities for different ventures. Your venture idea may focus on a technology, consumer product, service, even a social venture. Teams may have members from any College. More information regarding specific prize categories is available in the Prizes section of this document.

There is no limit to the number of teams that can enter the CNVC. The Technology Entrepreneur Center (TEC) and the Academy for Entrepreneurial Leadership (AEL) will work with judges to determine a list of semi-finalist teams that will present their venture pitches at the Semi-Finals Event. From there, teams will then be chosen for the Finals Event. Teams in the final round will compete for an estimated \$40,000 in cash, plus valuable in-kind prizes. Finalists and winners will have the opportunity to meet with venture capitalists, early stage investors and successful entrepreneurs who will serve as judges for the finals round.

### Entry deadline:

Each team must indicate their intent to compete in the CNVC no later than **Monday, January 23, 2012, by 5:00 PM**. To enter, one individual from each team should complete the online Intent to Compete Form available through the CNVC website ([www.cozadcompetition.illinois.edu](http://www.cozadcompetition.illinois.edu)). Each team member must sign a Rules Acknowledgement and Waiver form (also found on the CNVC competition platform) and turn it in to the TEC (350 Coordinated Science Laboratory (CSL), 1308 W. Main St., Urbana, IL.) by **Tuesday, February 7, 2012**. Failure to turn in necessary forms may result in ineligibility for the team. (For complete eligibility requirements, please see the "Eligibility" section of this document.)

Each team should submit a One Page Business Plan (OPBP) via the electronic form found on the CNVC website. OPBPs must be submitted via this form – alternate forms will not be accepted. OPBPs must be submitted by **5:00**

## 2011-2012 V. Dale Cozad New Venture Competition

**PM Monday, January 30, 2012.** The OPBP round is not a qualification round – that is, no teams will be eliminated in this round.

Participating teams must submit a five page summary of their venture and a PowerPoint pitch presentation up to 20 slides to the Technology Entrepreneur Center by **5:00 PM on Friday, February 24, 2012**. No late materials will be accepted. Materials must be submitted via the guidelines outlined in the “Submission Materials Guidelines” section of this document. Plans that do not adhere to these guidelines will not be accepted, and the corresponding teams will be disqualified.

### **Withdrawal Penalty:**

Spaces for finalist teams are limited, and a last-minute cancellation could prevent another team from competing. Teams that wish to withdraw from the competition after submitting final venture pitch materials should do so by alerting the TEC via email at [tec@illinois.edu](mailto:tec@illinois.edu). The deadline for withdrawal from the competition is **Friday, March 16, 2012 by 5:00 PM**.

All members of teams that withdraw or are otherwise disqualified after the withdrawal deadline will not be allowed to enter or participate in the CNVC for one subsequent year. Special circumstances such as emergencies will be dealt with on a case by case basis. Additionally, members of teams that are disqualified for reasons of ethical or legal concern will not be allowed to compete in future CNVCs at any time.

## 2011-2012 V. Dale Cozad New Venture Competition

### Cash Prizes and Awards

In total, an estimated \$40,000- \$60,000 in cash and in-kind prizes will be awarded to the winning teams and finalists. An illustrative list of potential prizes follows. Prize information will be continually updated on the competition website.

[Grand Prize] Most Fundable Venture  
Best Venture Pitch  
Best Green/Clean Tech Venture  
Best Social/Non-Profit Venture  
Best Mobile Application  
Best Consumer Product  
Best Bootstrapped Venture

*\*The actual prize monies and service/product prizes will be determined by the level of sponsorship raised at the time of the Finals Event.*

#### Cash Prize Conditions

The venture presentation and document should address how the money will be used in the business. If, in the opinion of the judges, the proposed ventures do not represent a favorable business opportunity, then the prize money or some portion of the prize money will not be awarded. *Judges are under no obligation to award all – or any – of the prize money.*

Cash prizes will be awarded to the **organization** that is created (therefore a company or non-profit must be formed and leadership identified). A business account with a recognized, preferably local, bank must be established.

There may be individuals on teams who do not wish to join the venture that is formed. The organization may pay these team members a portion of the prize money, not to exceed \$250 per team member. The total prize money that may be allocated for this purpose for any individual team is \$750. Teams are encouraged to set these amounts, in writing, before submitting the Intent to Compete form.

#### Description of In-Kind Prizes and Terms

In-kind products and services of approximately equal value, donated from IP attorneys, business incubators, accountants, and other service providers, will be awarded on an as needed basis. The services can only be applied to the venture presented in the final rounds of the CNVC.

Assistance that the service providers will be providing is considered advice, and therefore those providers will assume no professional liability in the course of donating these services.

Teams must use the donated services within one year of winning the CNVC, subject to the availability of the service providers.

Software and equipment prizes will be the property of the winning venture and should be used solely to further that venture's mission.

**A list of in-kind sponsors with descriptions of the applicable services will be available on the CNVC website before the Finals Event.**

### Schedule and Description of Events

## 2011-2012 V. Dale Cozad New Venture Competition

### **CNVC Kickoff and Networking Event**

The Technology Entrepreneur Center and Academy for Entrepreneurial Leadership will host a CNVC Kickoff event that will include an overview of the Competition and a networking reception. The Kickoff will be held on **Wednesday, November 16, 2011 at 4:00 PM at EnterpriseWorks.**

### **Speed Teaming**

In accordance with the Kickoff event, TEC and AEL will also host a Speed Teaming Event to help students to form or join a venture team. It will be held **Thursday, December 1, 2011 at 4:00PM at the Business Instructional Facility (BIF) Atrium. Dinner will be provided.**

*What is Speed-Teaming?*

Useful definitions:

“Skill” students: those students that have a particular skill to offer a potential CNVC team, but without a specific product or company idea

“Idea” students: those students that have a company/product idea, but need to form a well-rounded team including students with skills in marketing, finance, writing, etc.

Please note that participants in CNVC do not have to have their own startup. If interested participants have skills that would be useful to a new venture, we will help to match you with one. Likewise, participants do not have to have a fully-formed venture team; we will connect you with other students that can help you!

CNVC would like to help “Idea” students and “Skill” students to meet and form teams that will then enter the competition. Forms that will serve as a pitch sheet for “Idea” students and for a résumé of sorts for “Skill” students can be found on the CNVC website. Interested students are asked to register, and to fill out a form in order to participate in the Speed-Teaming event by **5:00 PM on Tuesday, November 29, 2011.**

Each student with a company or product idea will have 60 seconds to present that idea to the audience at the Speed Teaming event. After all of these presentations are complete, the “Idea” students and the “Skill” students will “interview” one another to get a feel for whether or not they could make a good addition to the team.

Once the interviews are complete, the Speed Teaming event reception will begin. Students are encouraged to stay for the reception, to continue networking.

While this Speed-Teaming event will be provided in order to connect students who have not yet formed teams, there are multiple points of entry to the CNVC. Any student/team may fill out an Intent to Compete form. In addition, students associated with the following programs/activities are strongly encouraged to enter:

- Idea to Product Competition
- Idea Storm (IEN)
- Entrepreneurship courses, particularly *Introduction to Technology Entrepreneurship* and *Venture-Funded Startups*
- Other business and engineering courses
- Startup Senior Design courses

## 2011-2012 V. Dale Cozad New Venture Competition

### **Elevator Pitch Round 1 and 2**

The TEC and the AEL will also host two elevator pitch rounds. Learning how to give an elevator pitch is important because you typically only have **30-60** seconds to make a powerful first impression. The attention span of the average person is just 30 seconds before their mind starts wandering. The other reason is people have less time today. You need to grab them quickly or lose them forever. This year the elevator pitch round 1 will be held on **Tuesday, February 7, 2012 at 5:00pm in 1404 Siebel Center**. The second round of elevator pitches will give people who need more help from the first round a second chance to work on their technique and an opportunity to make it in to the semi-finals. This round will be held on **Tuesday, February 14, 2012 at 5:00pm in 1404 Siebel Center**.

**Overview:** The Elevator Pitch is a succinct business overview that you should be able to deliver powerfully to any investor or customer who happens to ride the same elevator as you. The first impression is critical in capturing the attention of your audience.

The elevator pitch should provide enough information to pique the interest of potential investors and strategic partners. It should provide a clear picture of the company and its product(s). It should be delivered effectively and concisely.

**Rules:** All finalist teams will compete in the **Elevator Pitch Rounds during the competition**.

Each team will be given a **maximum of 90 seconds** to present its elevator pitch to the panel of judges. **THE TIME LIMIT WILL BE STRICTLY ENFORCED**. There will be a 60-second break between elevator pitches. Time will start when the presenter begins speaking, or at the end of the 60-second break, whichever comes first.

Index cards or other notes will not be permitted for the Elevator Pitch Competition, as you would not expect to have the benefit of these notes in a real life situation.

**This presentation will be given by one team member. Only current students can present at the competition.** The Elevator Pitch will be uninterrupted. There will be no Question and Answer period. Teams will be judged on their oral presentation alone.

**Judges Evaluation Criteria:** Judges will score each team that presents on a scale of 1 to 5 (5 being excellent and 1 being very poor). The teams with the best (i.e., highest) overall scores will be the winners. Feedback will be issued to teams afterward.

Judges should evaluate each team based on how convincingly they present their business concept, such that the judge would want to learn more about the company as a potential investor. The best teams are those teams that an investor would want to schedule a follow-up meeting for further discussion because they believe this company represents a strong investment opportunity.

Successful teams should communicate the following in their pitch:

- ♦ Clear explanation of their product/service and the problem it solves
- ♦ How their company is unique and differentiated
- ♦ Sizable market opportunity and ability to penetrate that market
- ♦ Current development stage
- ♦ Viable business model
- ♦ Clear measures of success

## 2011-2012 V. Dale Cozad New Venture Competition

### Workshops

The Technology Entrepreneur Center organizes a series of venture development workshops. These workshops will be held in the spring semester. The workshops are required for all participants in the competition. Each team must send at least one representative to each workshop. Attendance will be tracked via sign-in sheets at each workshop. Teams need to be sure to sign in at each workshop.

Light refreshments will be provided at each workshop.

### Workshop schedule

Workshop Title	Day/Date	Time	Location	Instructor
Putting the Plan Together	THURS, 2/16/2012	12-1:30 PM	Locations and instructors to be announced on Cozad Competition website. Please see website for details: <a href="http://www.cozadcompetition.illinois.edu">www.cozadcompetition.illinois.edu</a> .	
Oral Presentation Skills	WEDS, 3/14/2012	3-4:00PM		

### Finals Events

#### SEMIFINALS ROUND: 3/30/12

Will consist of the following:

- Up to 20 teams to present
- 10 minute prepared remarks, 5 minute Q & A
- Judges to provide feedback to all teams at day's end
- Finalists for Saturday's round announced
- Networking Reception

#### FINAL ROUND: 3/31/12

- Finalist teams will move forward to Saturday's finals round
- 8:30 AM to 1:00 PM, followed by lunch and awards ceremony
- 10 minute prepared remarks, 10 minute Q & A
- Winners announced at awards ceremony
- Individual team meetings with judges after the awards ceremony

**PRESENTATION TIME LIMITS WILL BE STRICTLY ENFORCED.** Upon completion of the presentations, the judges will begin deliberations while the teams and audience exit to the reception.

All members of each team presenting in the semifinals and finals rounds must be present (absent extreme emergency situations, such as a death in the family or serious illness). Team members should wear business attire, and maintain a professional demeanor throughout the Finals Event.

## **Team Eligibility Requirements**

### **Competitor qualifications**

The competition is open to all full- and part-time undergraduate and graduate students of the University of Illinois at Urbana-Champaign (Illinois), regardless of department or major. The management team must consist of at least one University of Illinois at Urbana-Champaign student. Non-students may be members of the management team and participate in planning the venture; but only students may present the plan and answer questions from the judges in the Finals Event.

### **Student Enrollment**

The competition is for students enrolled in the current academic year, i.e., from August 2011 through July 2012. Students who graduated in the preceding academic year are not eligible to participate. However, an exception will be made for students who will graduate during the academic year for the current competition (i.e. students who graduate in December of 2011). Exceptions will NOT be made for students who leave the University for other reasons such as, but not limited to withdrawal or dismissal for academic or disciplinary reasons. If a student leaves the University during the CNVC for a reason other than graduation, the team may still compete if other University of Illinois at Urbana-Champaign students are members. If no other members are students, the team will be disqualified.

### **Team Size**

There are no restrictions on team size. However, for the Finals Event, the presenting team cannot exceed five students. Non-student team members are required to attend the Finals Event, but cannot participate in the presentations. More than five students can serve on a team, but only five students are allowed to present and participate in the Q&A sessions during the Finals Event.

### **Team Composition**

This is a competition for University of Illinois at Urbana-Champaign students. All students, not just business and engineering students, are eligible to participate in the competition. This includes undergraduates, MBA candidates, executive MBAs, MD candidates, other Masters candidates, and PhD candidates.

### **Student Involvement**

The competition is for student created, managed, and owned ventures. In other words, students must:

- have played a major role in conceiving the venture,
- have key management roles in the venture, and
- own significant equity in the venture.

In general, a member of the student team should be the lead management of the venture, or members of the student team should occupy 50% or more of the functional area management positions that report directly to the CEO, COO, or President.

### **Nature of Ventures**

The competition is for new, independent ventures in the seed, startup, or early growth stages. Generally excluded are the following: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations. Licensing technologies from the University or research labs is not excluded and is encouraged, assuming these have not been previously commercialized.

Ventures with revenues (excluding Phase I SBIR/STTR grants) that exceed \$50,000 in prior academic years, i.e., before August 23, 2011, are excluded. Ventures that have raised equity capital in excess of \$50,000 from sources other than the members of the student team or their friends and families before the current academic year, i.e., before August 23, 2011, are excluded. However, both student and other team members may have worked on an idea or new technology in previous academic years; or in the case of the student team members, even prior to enrolling at the University, provided that their venture had no revenues and raised no outside equity capital.

Ventures that have competed in the CNVC and were awarded cash prizes, are not eligible to compete in subsequent years.

## Submission Materials Guidelines

### Venture Pitch Materials Submission

A complete 5-page business plan summary and a PowerPoint of up to 20 slides from each of the competing teams will be due via the Cozad New Venture Competition website **5:00 pm CST on Friday, February 24, 2012.**

**Written venture summary documents must be limited to five pages** (text must be typed, double-spaced, 12-point font, and 1” margins on all sides). The five page summary should address the following questions:

- What is the product or service and what does it do? Emphasize benefits, not just features.
- How is the envisioned product/service unique? If your venture is a high-tech one, you can address the underlying technology here.
- Who will buy it? What characteristics do the customers have?
- What customer pain does the product/service address?
- What is the estimated market potential?
- What is the likely intellectual Property (IP) protection for the product/service idea?
- Who owns the current IP associated with your product/service idea? What is your IP plan?
- What are the steps needed to get to a functional prototype? How much will this cost?
- Is your idea feasible? Provide proof of the feasibility of your concept.
- What are the barriers to entry associated with this market?
- What is the competitive advantage of the product/service idea?

**Teams must also submit a PowerPoint presentation of their venture idea.** Presentations must not exceed 20 slides, with a file size of 7 MB or less. Judges will evaluate written summaries and presentation files.

**Only specified formats will be accepted. Teams who submit only unaccepted formats by the deadline will be disqualified.**

### Changes to Your Submission Materials

Once your written summary and slides are submitted on Friday, February 24, 2012, these will be provided for review by the judges, and teams will receive written feedback on your plan from the judges by Tuesday, March 6, 2012. For teams selected as semi-finalists, changes may be made to the written summaries and presentation files until March 28, 2012 at 12:00pm CST. We will not accept any late submissions. On March 28, 2012 at 12:00pm CST, submission materials will be sent to the competition judges, and no further changes to written documents or presentations will be allowed.

However, if finalist teams feel the need to modify their materials, when making oral presentations during the Finals Event, they can incorporate these changes into their presentations.

## 2011-2012 V. Dale Cozad New Venture Competition

### Oral Presentation Guidelines for Finalist Teams

#### Finals Events:

**Friday, March 30, 2012: Cozad Semi-finals: Presentations 9:00-4:00 PM; Lunch 12-1 PM**

**Saturday, March 31, 2012: Cozad Finals Round 2: Presentations 8:30 AM - 1:00 PM; Followed by Lunch Reception/Awards Ceremony 12-1 PM**

**For the semifinal and final rounds, each team should be in position at least 10 minutes prior to their designated presentation times, and should plan to attend the entire event.**

Finalist teams are **required to attend the Oral Presentation workshop at 3:00 PM on Wednesday, March 14, 2012 at EnterpriseWorks**. Teams that do not attend this workshop without prior written consent from the TEC (Stephanie Larson, Danyelle Michelini) will be disqualified.

#### Equipment

Teams should bring a copy of their presentation on CD and/or flash drive. Each presentation room is equipped with a large-screen projector and a room PC to run your presentation. You may not connect your laptop directly to the projector to present.

Please let the TEC know if you have any questions or have any special equipment needs. If you have questions about audio/video equipment, please contact Stephanie Larson via the TEC phone number: 217-265-5456 or email address (tec@illinois.edu). Please note that if your presentation contains video, graphics, and/or sound, you should let the TEC know in advance, and we will try to help ensure that your presentation works properly at the Finals Event. However, based on past experience, we cannot guarantee the quality of video, graphics, and sound.

#### Non-confidentiality

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 not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements. However, the Technology Entrepreneur Center, the organizers of the CNVC, will make every effort to limit distribution of submitted materials only to judges of the competition. The TEC cannot guarantee that other individuals will not obtain access to electronic or hard copies of the submitted materials. All presentations are open to the general public, and some presentations may be videotaped. Attendance by media personnel is expected.

#### Copyrights & Permissions

If a team uses copyrighted materials and/or images from a third-party in their presentation or written materials, then they must obtain permission and authorization from the owners to use this material in advance. All entrants warrant to the TEC, the College of Engineering and the University of Illinois at Urbana-Champaign, and its employees and affiliates, that all materials used in the written materials (documents and presentations) is original and unfringing on the intellectual property of any other person or organization, and/or that any material which is not original is either in the public domain or is used with permission, and any and all licenses have been duly issued and fees paid. Every entrant agrees to indemnify and hold harmless the TEC, College of Engineering, AEL, College of Business, University of Illinois at Urbana-Champaign, and its employees and affiliates and all sponsoring individuals or organizations from any claims ensuing from a breach of this provision. Liability under this provision shall be joint and several.

## 2011-2012 V. Dale Cozad New Venture Competition

### Judging Criteria

The CNVC is designed to reflect the real-world process of entrepreneurs seeking startup funds from early-stage investors, venture capital firms, and other avenues. The judges act as potential investors deciding on which business venture they would most likely fund. The quality and feasibility of the idea, the strength of the management team, and the clarity and persuasiveness of the written summary and presentation all affect the judges' decisions. **The winning teams should be those in which the judges would most likely invest.** Judges in this competition should assume that they would be open to investing in *any* type of new venture, assuming that certain criteria such as those aforementioned are met.

Judges are recruited by the Technology Entrepreneur Center (TEC) and the Academy for Entrepreneurial Leadership (AEL) from the Competition sponsors, successful entrepreneurs in the region, and through the local business community and campus.

Specific judging criteria are included in the forms on the following pages.

#### Written Venture Summary Evaluation

The final written venture summaries and presentation slides are due to the TEC by **Friday February 24, 2012, by 5:00 PM** for evaluation.

Written Submission Judges will review the submitted materials and will complete a Materials Submission Score Sheet online for each team. Each team's materials will be evaluated by at least two judges. Judges will be assigned to teams based on their background and expertise, to the extent possible. Since the number of teams is unlimited during the Written Submission round of the competition, the number of judges for this round will be determined after the intent to compete deadline of **Monday, January 23, 2012.**

Upon completion of the score cards for each team in the Written Submissions round, the CNVC administrative team will choose a list of semi-finalists, based on the scores and comments received from the judges. The judges' feedback from the score cards will be made available to the teams by **Tuesday, March 6, 2012.**

#### Oral Presentation Evaluation – Finals Event

It is possible, based on the number of judges required for the Written Submissions Evaluation round that not all judges from that round will serve on the judges' panels for the Semi-finals and Finals Events. The judges for these events will receive the semi-finalist teams' written materials submitted to the CNVC administrative team for review and scoring.

After each team's presentation and subsequent Q&A session, the judges will have five minutes to fill out the scorecard, before the next team's presentation begins. The winning teams will be determined by the judges' **scores and rankings**. Scorecards will also be used to provide feedback to the teams. Therefore, judges should fill out the scorecards for each team. These scorecards will be provided to the teams to help improve their venture presentation.

Rankings will be based on the judges' willingness to invest in the venture as noted above. The ranking will be completed by the judges at the end of the venture presentations. Judges will **rank** the teams from most likely to receive funding to team least likely to receive funding. The highest ranked team will receive the overall first prize; other teams will be awarded prizes based on rank and fit with the prize. *Judges are under no obligation to award all – or any – of the prize money.* If the judges determine that the teams would not put the money to appropriate use, they may withhold some or all of the funds and in-kind prizes.

# **Forms and other applicable documents**

## Cozad New Venture Competition

### Judges Scoring Form

#### *Elevator Pitch Presentation*

**Company:** \_\_\_\_\_ **Judge:** \_\_\_\_\_

Please evaluate the elevator pitch of the venture plan based on the following criteria:

#### **ELEVATOR PITCH**

1. Team pitch is presented in clear, concise and logical form; presenters conveyed confidence, enthusiasm, professionalism and stayed within the allotted time frame	1	2	3	4	5
2. Elevator pitch is creative and energetic, and delivered in a memorable message	1	2	3	4	5
3. Product or service concept and the benefits customers would receive are clear and compelling	1	2	3	4	5
4. Market opportunity and potential returns are clear and compelling	1	2	3	4	5
5. Team is believable and I would like to hear the plan in the finals	1	2	3	4	5

Comments:

---

---

---

---

---

---

---

---

**V. Dale Cozad New Venture Competition**

**Written Materials Evaluation Form  
Written Summary and Presentation Slides**

Judge's Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

<b>(60 points – 10 points per section)</b>	<b>Poor (1-2)</b>	<b>Fair (3-4)</b>	<b>Adequate (5-6)</b>	<b>Good (7-8)</b>	<b>Excellent (9-10)</b>
1. <b>Market Opportunity:</b> there is a clear market need presented as well as a way to take advantage of that need					
2. <b>Distinctive Competence:</b> the venture provides something novel/unique/special that gives it a competitive advantage in this market					
3. <b>Management Capability:</b> this team can effectively develop this organization and handle the risks associated with this venture					
4. <b>Financial Understanding:</b> the team has a solid understanding of the financial requirements of the venture					
5. <b>Investment Potential:</b> the venture represents a real investment opportunity					
6. <b>Innovation:</b> the team has developed a truly innovative solution to an existing or emerging problem					
<b>COMMENTS/QUESTIONS:</b>					

**Please use this section to summarize the venture strengths and weaknesses and for any additional comments you wish to offer the team:**

**V. Dale Cozad New Venture Competition**

## Venture Evaluation Form Oral Presentation (finals event)

Judge's Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Please evaluate the oral presentation of the venture based on the following criteria:

<b>PRESENTATION (40 points – 10 points per section)</b>	<b>Poor (1-2)</b>	<b>Fair (3-4)</b>	<b>Adequate (5-6)</b>	<b>Good (7-8)</b>	<b>Excellent (9-10)</b>
1. Materials presented in clear, concise and logical manner					
2. Presenter(s) conveyed confidence, enthusiasm, professionalism, and stayed within the time frame					
3. Presenters were responsive to judges' questions, and answered them adequately					
4. Visual aids were attractive, relevant, and professional					
<b>VIABILITY (60 points – 10 points per section)</b>	<b>Poor (1-2)</b>	<b>Fair (3-4)</b>	<b>Adequate (5-6)</b>	<b>Good (7-8)</b>	<b>Excellent (9-10)</b>
1. <b>Market Opportunity:</b> there is a clear market need presented as well as a way to take advantage of that need					
2. <b>Distinctive Competence:</b> the venture provides something novel/unique/special that gives it a competitive advantage in this market					
3. <b>Management Capability:</b> this team can effectively develop this organization and handle the risks associated with this venture					
4. <b>Financial Understanding:</b> the team has a solid understanding of the financial requirements of the venture					
5. <b>Investment Potential:</b> the venture represents a real investment opportunity					
6. <b>Innovation:</b> the team has developed a truly innovative solution to an existing or emerging problem					
<b>COMMENTS/QUESTIONS:</b>					

**Please use this section to summarize the venture strengths and weaknesses and for any additional comments you wish to offer the presenters.**