

2009 Business Idea Competition

Team Briefing
September 15, 2009

Agenda

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“Every Problem Presents an Opportunity”



Change,
revolution,
departure,
introduction,
variation,
transformation,
upheaval,
alteration
newness,
novelty,
originality,
freshness,
modernization,
uniqueness

About Ideas and more.....

- Everybody has ideas, but “how to do something with it?”
- Gain important, real world “business skill” today
- Money for college (or for the business)
- Help your personal performance in classes
- Know more fellow students (networking)
- Even if you don’t win, you will “muscle build” your personal skills, business knowledge



Overview

- 3rd Annual UTD Business Idea Competition
- Results of 2008 Competition
 - 37 Teams competed
 - UNDERGRADUATE: 24 TEAMS; 49 MEMBERS (33 SOM; 13 ECS; 3 OTHERS)
 - GRADUATE: 13 TEAMS; 32 MEMBERS (18 SOM; 7 ECS, 6 NS&M, 1 ATEC)
 - 22 semi-finalists (12 undergraduate; 10 graduate)
 - Awarded prizes for top three business ideas in each division plus most compelling idea; best presentation
 - Total of \$32,000 in prizes awarded
- Last year's winners in both categories have formed companies and are currently seeking further funding from the Texas Emerging Technology Fund

80+

Eligibility Criteria



- Teams must be comprised of no fewer than two and no more than five members
- All members of a team competing in the Undergraduate Division must be currently registered undergraduate students at an accredited academic institution. A majority of the members of the team must be currently registered (Fall 2009) UTD students.
- A majority of the members of a team competing in the Graduate Division must be currently registered UTD graduate students (Masters or PhD level). The remaining members of the team may be undergraduates, post-doctoral fellows or non-students.
- Prior year winners may compete, but not with the same or similar business idea.

Business Plan Writing Seminar

- Two different seminar sessions to help you understand the structure and important content of a business plan
- Will help you refine and develop your idea
- Make you more comfortable in your presentations
- Only need to attend one session
 - If needed, send some team members to each session to ensure everyone on your team is covered
 - First session: **10:00am – 11:30am, September 23, SOM 1.508**
 - Second session: **5:00pm – 6:30pm, September 23, SOM 1.502**
- Bring your questions, and find out how to write a great plan



Intent to Compete



- Teams will be required to register their intent to compete by email to innovation@utdallas.edu no later than noon on October 15, 2009 using the form available on the Institute website : (<http://innovation.utdallas.edu/iie-UTDBusinessIdeaComp.php>)
- Registration will require each member of the team to provide an email address and a valid UTD student ID number (as applicable).
- A unique team identification code will be assigned and must be used on all future submissions.

Preliminary Submission



- Your preliminary submission must be submitted as an email attachment to innovation@utdallas.edu no later than 4:00 PM on October 30, 2009.
- Your submission must include:
 - Cover Page – Project Title, with Team ID code.
 - Body – See content outline (maximum 7 pages, double spaced, 11 point type)
 - Team ID code on the header of each page
 - Original signature page, with signatures and UTD student ID numbers of all team members must be submitted in person (SOM 4.213) or by mail to: Nancy J. Hong, Assistant Director, IIE.

Content Outline – Preliminary and Final Submissions

- A concise description of the proposed business and why it is unique/compelling
- Target Market (who is your customer? What customer problem will you solve? How does your customer solve that problem today? What other solutions will compete for that customer?)
- Market Opportunity (preliminary estimate of the size of the potential market [number of customers that can be reasonably addressed]).
- Proposed Solution (what is your product/service? How will it solve the problem? How does your solution create exceptional value for the customer?)
- Business Model (how will you generate revenues and profits?)

Evaluation Criteria – Preliminary Submission

- Preliminary submissions will be judged by a reviewer panel using the following criteria (equally weighted):
 - Originality (business idea is new, novel, unique)
 - Clear and compelling value proposition (legitimate, recognized need; appropriate solution)
 - Competitive advantage (creates more value for customer than alternative solutions)
 - Market opportunity (adequate market size; viable business model)
 - Feasibility (reasonable prospect of funding and successful implementation)
- Semifinalists (top 12 in each division) will be announced and further instructions provided at 1:00 PM on November 6, 2009 in SOM 2.115.

Competition Day - Schedule



■ Semi-final Competition

- Each semifinalist will present their business idea to a panel of judges in the morning round (six teams in each of two preliminary rounds per division)
- The top two teams from each group will be named as finalists

■ Finalist Competition

- Each finalist team will present again in the afternoon (four teams in each division)
- The winners (first, second, third and fourth place prizes) in each division will be selected by a new panel of judges.

■ Awards Ceremony

- Awards will be presented shortly after the final round.

Competition Day – Presentation Requirements



- Prepare and electronically submit a 12-15 minute MS PowerPoint presentation (maximum 20 slides) detailing your business idea and addressing each point in the content outline.
- The final presentations are due by 4:00 PM on November 18th.
 - Additional 1 page written Executive Summary document is required.
- Finalists will use the MS PowerPoint slide deck to present their business ideas to a panel of judges.
- All team members must be present for the presentation and to answer questions.
- Each team will be allowed 15 minutes for presentation and 5 minutes for questions and responses (10 min in finals). Time limits will be strictly enforced.

Competition Day – Evaluation Criteria

■ Business Idea (70%)

- Originality (business idea is new, novel, unique)
- Clear and compelling value proposition (legitimate, recognized need; appropriate solution)
- Competitive advantage (creates more value for customer than alternative solutions)
- Market opportunity (adequate market size; viable business model)
- Feasibility (reasonable prospect of funding and successful implementation)

■ Presentation (30%)

- Presentation materials (clear, comprehensive, logical flow)
- Delivery (clear, compelling, persuasive)
- Q&A (answered judges questions directly, clearly, effectively)
- Time management (effective use of allotted time)

Projected Awards & Prizes

- Winner (each division) \$6,500 per team*
 - First runner-up (each division) \$4,000 per team
 - Second runner-up (each division) \$2,000 per team
 - Third runner-up (each division) \$1,000 per team
 - Most Effective Presentation \$500 per team
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- Awards will be made in cash or applied as a scholarship award to the UTD student accounts of the winners (tax effects are different)

* Winning teams will also receive a travel expense allowance of up to \$2,500 per team to compete in intercollegiate business plan competitions in Spring 2010.

Schedule Recap

Event	Date	Time	Location
Business Idea Competition – Kick Off	September 15, 2009	4:30 PM	SOM 1.110
Business Plan Writing Seminar	September 23, 2009	10:00-11:30 am or 5:00-6:30 pm	SOM 1.508 SOM 1.502
Registration – Intent to Compete	October 15, 2009	12:00 PM	Online
Preliminary Submission Due	October 30, 2009	4:00 PM	Email & Drop Off
Announcement of Semi-finalists	November 6, 2009	1:00 PM	SOM
Semi-finalist Submission Due	November 18, 2009	4:00 PM	Email
Competition Day	November 20, 2009	8:00 AM 1:00 PM 4:00 PM	SOM 1.102, 1.107,1.110,1.117, 1.212,1.217

Questions?

Handout: 2009 UTD Business Idea Competition
Rules & Procedures

For further information contact Nancy J. Hong (972-883-5990
or innovation@utdallas.edu)