

# Competition Rules and Guidelines

## JagStart

### Student Idea Pitch Competition

*Students are invited to pitch their ideas for innovative new products, new business ventures, or compelling solutions to social or economic challenges*

Questions regarding the JagStart student idea pitch competition should be directed to Karen White at [kfwhite@iupui.edu](mailto:kfwhite@iupui.edu) or (317) 274-1083.

Visit the JagStart webpage and apply at:

<http://research.iupui.edu/commercialization-industry/commercialization/students/jagstart-elevator-pitch-competition>

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## **COMPETITION OVERVIEW**

JagStart is an “ideation” competition to reward students for their innovative ideas. The emphasis of the competition is on finding answers to real-world problems, through new approaches, products, services, or ventures—both traditional commercial enterprises and non-profit solutions to pressing social and economic challenges.

Finalists will then present their ideas to a panel of judges in an “elevator pitch.” An elevator pitch is a brief (three-minute maximum) pitch, one just about as long as an elevator ride, which presents your ideas in a concise, brief, and persuasive manner. Elevator pitches are continually becoming a more common practice for employers while screening applicants. Practicing and perfecting this skill, therefore, will give you a leg up on the competition. Even better, you might win one of the cash awards—the 1st Place Prize is \$2,500.

- JagStart is open to all students (i.e. undergraduate, graduate, and professional), who are currently enrolled and in good standing, full or part-time, for a degree in any of the Indiana University-Purdue University schools at either the Indianapolis or Columbus campus.
- Students can submit ideas individually or as a team.
- Ideas presented can be in any stage of development, but must be “pre-revenue” ideas (or “pre-operational” for non-profit ideas).
- Pitch presentations must be conducted without props, slides, or other visual aids.
- The pitch competition will be judged by local experts and professionals.

### **GOALS AND OBJECTIVES**

JagStart was created to support students and development of their ideas. By encouraging entrepreneurially-oriented students to develop their ideas and teaching them to present them in a persuasive manner, we are developing the next generation of innovators. The competition provides students with a real world forum where they will receive constructive feedback from local experts in the community. Students who participate will have the opportunity to learn how to:

- Create a compelling idea, for a new product, service, or venture (either commercial or not-for-profit)
- Present an idea to others, clearly and concisely, in a three-minute “elevator” pitch format.
- Present themselves and their ideas in a concise and effective manner, conveying a sense of passion and a commitment to making a difference in the world.
- Capture and retain the attention of possible sponsors, investors, or other potential supporters in our community.

**COMPETITION EVENTS AND TIMELINE**

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**November 7, 2016-January 9, 2017: COMPETITION KICK-OFF**

Multiple Information Sessions scheduled Monday, November 7, 2016 through Monday, January 9, 2017, when acceptance of online entries will begin.

**JAGSTART INFORMATION SESSIONS**

Students interested in the competition are encouraged to attend one of the JagStart Information Sessions. These will provide an opportunity for students to ask questions about the competition and learn more about possible resources available for assistance. *Information sessions listed below cover identical information so you need only attend one!*

***PLEASE PLAN TO ATTEND ONE OF THE FOLLOWING INFORMATION SESSIONS!***

**Indianapolis Campus:** Workshops will be held in University Library, UL 1126

**Monday November 7, 2016**

**Information Session #1: 11:00 AM-12:00 PM**

**Information Session #2: 1:00 PM-2:00 PM**

**Thursday, November 10, 2016**

**Information Session 3: 4:00 PM-5:00 PM**

**Information Session 4: 5:30 PM-6:30 PM**

**Tuesday, November 15, 2016**

**Information Session 5: 11:00 AM-12:00 PM**

**Information Session 6: 12:30 PM-1:30 PM**

**Columbus Campus:** Workshops will be held in Campus Center, CC 170

**Wednesday, November 16, 2016**

**Information Session 1: 11:00 AM-12:00 PM**

**Information Session 2: 1:00 PM-2:00 PM**

**Drop-in Student Q&A: 12:00 PM-1:00 PM**

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**Monday, January 9, 2017: COMPETITION ENTRY LAUNCH**

Online form opens for acceptance of entries at 8:00 AM.

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**January 9-February 3, 2017: PREPARE WRITTEN COMPETITION ENTRIES**

**ENTRY PREPARATION WORKSHOPS**

Learn how to prepare the written idea/concept proposal, and how to identify the value proposition being offered by a new approach, product, service, or opportunity afforded by a new venture. Workshops are available free of charge and will address the key elements for preparing a successful entry. *Workshop sessions listed below cover identical information so you need only attend one!*

**Indianapolis Campus:** Workshops will be held in University Library, UL 1126-Conference Room.

**Thursday January 12, 2017**

Entry Workshop Session 1: **11:30 AM-1:30 PM**

Entry Workshop Session 2: **1:30 PM-3:30 PM**

**Monday, January 23, 2017**

Entry Workshop Session 3: **8:30 AM-10:30 AM**

Entry Workshop Session 4: **10:30 AM-12:30 PM**

**Tuesday January 31, 2017**

Entry Workshop Session 5: **2:00 PM-4:00 PM**

Entry Workshop Session 6: **4:00 PM-6:00 PM**

**Wednesday, February 1, 2017**

**OPEN HOURS ENTRY ASSISTANCE SESSION**

**3:00 PM UNTIL 6:00 PM**

**Columbus Campus:** Workshops will be held in Campus Center, CC 170

**Wednesday, January 18, 2017**

**IUPUC Entry Workshop Session 1: 11:00 AM-12:30 PM**

**IUPUC Entry Workshop Session 2: 1:00 PM-2:30 PM**

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**Friday, February 3, 2017: ENTRY DEADLINE!**

\*\*\*Entries must be submitted using the online form by 5:00 PM EST\*\*\*

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**Thursday, February 16, 2017: NOTIFICATIONS SENT TO FINALISTS.**

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**Tuesday, February 21, 2017: ENTRY CONFIRMATION DEADLINE.**

Finalists must confirm participation and fill out paperwork (an appointment will be set up once finalists are selected).

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**February 17-March 2, 2017: PREPARE FOR PITCH PRESENTATIONS.****PITCHING YOUR IDEAS WORKSHOPS\***

This workshop session will focus on the elements of an effective “pitch” with emphasis on 1) crafting statements of the fundamental concepts and 2) effective delivery techniques. This workshop will help prepare finalists for a more dynamic and successful oral presentation of an elevator pitch! *Again, listed workshop sessions listed below cover identical information so you need only attend one!*

**Indianapolis Campus:** Workshops will be held in University Library, UL 1126-Conference Room.

**Monday, February 20, 2017**

**Pitch Skills Workshop Session 1: 10:00 AM-11:30 AM**

**Pitch Skills Workshop Session 2: 11:30 AM-1:00 PM**

**Wednesday February 22, 2017**

**Pitch Skills Workshop Session 3: 1:30 PM-3:00 PM**

**Pitch Skills Workshop Session 4: 3:00 PM-4:30 PM**

**Columbus Campus:** Workshop will be held in Campus Center, CC 170

**Thursday, February 23, 2017**

**IUPUC Pitch Skills Workshop Session 1: 11:00 AM -12:30 PM**

**IUPUC Pitch Skills Workshop Session 2: 12:30 PM – 2:00 PM**

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**Thursday March 2, 2017: PRACTICE PITCH SESSIONS**

Sign up for one of the 15-minute timeslots available for finalists to come in and practice their final pitch prior to the competition.

**10:00 AM-2:00 PM in University Library, Lilly Auditorium**

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## Friday March 3, 2017: JAGSTART PITCH COMPETITION EVENT

IUPUI Campus, University Library, Lilly Auditorium

Students must be available to attend 12:00 PM until 3:30 PM

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### ENTRY PREPARATION AND SUBMISSION

1. Individuals must submit an entry for the competition, using the online entry system found online at the following URL:
2. You will be asked to provide the following information:
  - Name and contact information for participant or primary team contact (this must include an IUPUI email address and a valid phone number).
  - Team or Group name (if working in a group)—representing a proposed new approach, product, service, or venture based on the new idea/concept.
  - Each entry should note the full name and email address for ALL members of the complete team. Note that any prize awarded to a registered team will be divided equally among all students listed at the time of pre-registration.
  - IF APPLICABLE, provide full contact information for any pre-existing business entity affiliated with the idea or proposed new product or venture. Teams may be asked to submit additional information or supporting documentation to establish eligibility to compete.
3. In addition to the information above, entrants will submit a short (approximately 3-4 pages) written concept summary covering the background of the problem being addressed and describing the innovative solution resulting in the new approach, product, service, and/or venture. The written entry summary should highlight the innovation of the idea/concept and associated solution, along with the possible social and economic value. Please refer to the Written Concept Template on the next page for information on what to include in the document.
4. **Entries will only be accepted through the official online registration system before the final deadline on Friday, February 3, 2017 at 5:00 PM EST.** Applicants should finalize entry documents early in the event to avoid any submission problems that could occur. Please contact Karen White, [kfwhite@iupui.edu](mailto:kfwhite@iupui.edu) if you encounter problems with the online registration system.
5. The concept summaries will be reviewed by a screening committee to choose finalists for the pitch competition. Evaluation of the submitted entries will be completed by close of business, **5:00 pm EST, on Monday, February 13, 2017**. For each entry, you (or the student named as team leader) will be contacted with the final selection decision. You will be scheduled for a meeting to confirm participation in the pitch. Finalist selection decisions should be provided to the team leader on or before **Thursday, February 16, 2017 at 5:00 pm EST**.

**WRITTEN CONCEPT SUMMARY TEMPLATE**

**Cover Page:** Idea Title, Short Abstract (~150-200 words), Team or Group name along with full Name(s), university email address(es), and phone number(s) for all team members

**Problem Background (1 page max)**

Describe the background of the concept or idea and what problem or opportunity is addressed by your concept. This should be a summary statement about the problem your idea solves, or the opportunity offered for a new enterprise or venture (either for profit or non-profit).

**The Solution (1-2 pages max)**

- What is your idea/concept and how does it solve the given problem? What is the underlying approach, method, or technology? Why does it present a compelling advantage?
- What is your competitive advantage? Does this, or might this, include intellectual property protection, such as patents or copyright materials?
- What is the closest related solution currently available? Are there competing products on the market now?

**Target Clients, Consumers, and/or Market (1 page max)**

- How extensive are the potential clients, consumers, and/or market?
- Who are they? Why are they your target?
- What are the key attributes that drive a decision by others, such as potential investors or customers, to seek an approach, product, service, or venture like yours?
- Describe how you will access the market, price services or products, and close sales.

## COMPETITION EVENT RULES AND GUIDELINES

### ELIGIBILITY AND FINALIST CONFIRMATION

1. All contestants must be pre-degree, full-time or part-time undergraduate, graduate, or professional students, who are **enrolled in a degree program** at IUPUI or IUPUC, and at least 18 years of age as of the competition entry deadline on **Friday, February 3, 2017** (no exceptions will be made). **All team members listed on the entry must be available to participate in the final pitch presentation event to be held on Friday, March 3, 2017 from 12:00 pm-4:00 pm in order to qualify for an award.**
2. ALL finalists must attend an in-person entry review meeting to confirm their participation and complete final competition paperwork on or before **Tuesday, February 21, 2017 at 4:00 PM**. Any finalist who does not complete entry confirmation will be removed from the final competition roster. **The time and location of this appointment will be determined as the time approaches.**
3. If a team represents a new venture or business entity (either profit or non-profit) already formed and incorporated, entrants must disclose this fact, along with information on any prior sources of funding to establish eligibility. Only pre-revenue (or pre-operational) ideas will be allowed, but some limited fund raising does not preclude participation. Entrants will be asked for further information on any obligations to a corporate partner and details of financial status.
4. For the final pitch competition event, finalists will have up to three minutes to make a pitch; followed by a two-minute period during which the judges may pose follow up questions. **No visual aids such as slides, props, prototypes, or technology may be used to enhance a pitch (please note that this may be interpreted to include articles of clothing)**. Contestants may compete individually or in teams, but generally, only one individual should be selected to represent the group for the final pitch presentation.
  - a. Each student is eligible to represent only one idea as a finalist in the pitch event.
  - b. Only judges will be able to pose questions to the team following the three-minute pitch. Any member of the team will be allowed to answer questions from the judges following the presentation.
  - c. **Finalists will not be able to join the audience for any of the presentations.** A preparation and waiting room will be made available, and finalists must return to the preparation room AFTER their own presentation is completed. Students will not leave the area during the event, until the networking and audience voting session begins. All students must be present during the announcement of winners to receive an award.



**CONFIDENTIALITY AND INTELLECTUAL PROPERTY GUIDLINES**

1. Contestants should be aware that neither administrators of the competition nor judges of the competition will be required, nor should they be asked, to sign nondisclosure agreements (NDA). Generally speaking, the pitch will present ideas at a relatively early stage of development—such ideas are often very difficult to protect. Thus, entrants should understand the potential impact of their participation in the competition. **If there are or may be concerns with protection of intellectual property, please be sure to consult with appropriate legal and/or business advisors prior to participation in the competition.**
2. All public sessions of the competition event, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcast to a larger audience 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 will likely 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. IUPUI may make photocopies, photographs, videotapes and/or audio tapes of the presentations, including the written proposal documents, charts or materials prepared for submission to the competition presentation. **Such materials should not include any material of a business sensitive or confidential nature, and IUPUI assumes no responsibility or liability for subsequent disclosures of that information.** Entrants must release to the competition organizers the rights to publish the names, photographs, and summaries of entries.
3. In addition, if the proposal and/or pitch contains any material, concepts, or other elements that are not wholly owned by the individual(s) participating in the event, and/or which are subject to the rights of third parties not participating in the competition directly, each entrant is responsible for obtaining, prior to registration, any and all releases and consents necessary to permit the use and public dissemination of such materials. **The competition committee reserves the right to request proof of these permissions from entrants at any time, and misrepresentations of intellectual property rights constitute grounds for disqualification from the competition.**

**CRITERIA FOR JUDGING AND AWARD OF PRIZES**

1. The criteria for judging of the live pitches will include, a) Quality of the Idea, b) Overall Persuasiveness, c) Quality of Speaking and Conciseness, and d) Overall Presentation Quality and Professionalism. Judges will select winners solely on their evaluation of the elevator pitch.
  - a) Quality of the Idea: Much of the value associated with the concept or idea should focus on the innovation and quality of the idea presented. Teams should also know the market—what types of potential customers they will be serving. The idea pitch should also attempt to address predictions about potential changes in the market or obstacles to implementation of their idea. Fundamentally, both the written proposal and later pitch presentation should demonstrate how the idea provides an effective solution and creates a sustainable competitive advantage.
  - b) Persuasiveness of the Idea: the desired outcome is to persuade the judges to go to the next step—to have a meeting, to help you make other connections with potential partners, to offer you funding perhaps, if you are looking to build out a prototype. Thus, it is important to conclude with the “ask” specific to your immediate goals—a request for something from the listener that would be the next step if your “elevator” encounter was successful (to meet and provide more details on how they might be able to help you, etc.).
  - c) Quality of Speaking and Conciseness: Entrants should strive to catch the attention of judges quickly, with a direct and concrete statement of the value of their idea. The pitch should highlight a problem and proposed solution—through a direct and simple presentation, demonstrating superior communication skills. The pitch should be concluded within the time limit of three minutes. In addition, team members should demonstrate the ability to answer questions in a direct and concise manner in the follow-up period.
  - d) Overall Presentation Quality: Entrants should exhibit a high degree of professionalism and competence. This should include business attire and use of appropriate language, grammar, tone, etc. The pitch should also avoid excessive reliance on highly technical terminology or “jargon,” as presenters should presume that the typical “audience” member is a relatively well-informed layperson, but has no particular background knowledge of the field.
2. Following the three-minute pitches, a panel of judges will determine the winners, and all decisions will be final. Judges will score each pitch, including their evaluation of the team responses during the two-minute question period. After all pitches are concluded, they will confer to make final decisions on selection of the winning pitches and award of prizes.

3. The judging panel will select three top entrants/teams. In addition, one team will be given an “Audience Choice” award. Audience members will be asked to cast ballots for their choice on the most interesting idea and most persuasive pitch!

### **Prizes for Top Ideas!**

**1<sup>st</sup> Place:** \$2,500

**2<sup>nd</sup> Place:** \$1,500

**3<sup>rd</sup> Place:** \$500

**“Audience Choice” Award of \$1,000 selected on basis of Audience Ballots!**

4. Awards will be announced at the conclusion of the event, with on-stage presentation of the awards. All finalists must remain until all awards have been made and the final photographic session is over.
5. The JagStart prizes will be awarded to individuals or divided equally between eligible students forming a winning team for purposes of the competition. **Note that the value of the award is subject to IRS reporting and taxation.** Funds will be distributed to winners only upon completion of necessary documentation following the competition.

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## **SUMMARY OF TIMELINE**

***November 7, 2016-January 9, 2017: Competition Kick-Off***

**JAGSTART INFORMATION SESSIONS**

***January 9-February 3, 2017: Prepare Written Competition Entries***

**ENTRY PREPARATION WORKSHOPS**

***Friday, February 3, 2017: Entry Deadline!***

***Thursday, February 16, 2017: Notifications Sent To Finalists.***

***Tuesday, February 21, 2017: Entry Confirmation Deadline.***

***February 17-March 2, 2017: Prepare For Pitch Presentations.***

**PITCHING YOUR IDEAS WORKSHOPS\***

***Thursday March 2, 2017: Practice Pitch Sessions***

***Friday March 3, 2017: Jagstart Pitch Competition Event***

\*Registration will be offered to finalists selected for the competition.

**JAGSTART PITCH COMPETITION EVENT (PRELIMINARY SCHEDULE)**

**Friday, March 3, 2017, University Library, Lower Level**

**12:30-1:00 PM (UL0110)**

Contestant check-in, presentation times assigned

Pizza Lunch!

**1:30 PM (Lilly Auditorium)**

Welcome and Information for Audience

**1:40-1:45 PM**

Begin Pitch Presentations

**2:45-3:00 PM**

Networking Reception

Final review of judges balloting and selection of winners

**3:15 PM**

Award Ceremony and Continue Networking Reception

**ADDITIONAL RESOURCES**

Numerous references are available for students who wish to learn more about the process of new products, services, or venture creation, entrepreneurship, and the elements of a successful “elevator pitch” presentation.

How to Win a Pitch: The Five Fundamentals That Will Distinguish You From the Competition by Joey Asher (2009)

Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You by Terri L. Sjodin (2011)

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff (2011)

How to Get Your Point Across in 30 Seconds or Less by Milo O. Frank (1990)

*Please contact Karen White, [kfwhite@iupui.edu](mailto:kfwhite@iupui.edu) for more information or with questions on any information contained in this document.*