



# OFFICIAL RULES & GUIDELINES

# ENTRY GUIDELINES

## PURPOSE OF PROGRAM

To encourage the founding of high-potential new ventures and to reward the developers of promising business plans.

## ELIGIBILITY

### Team Size

There is no minimum or maximum team size. However, each team is required to have *at least* one currently registered Executive MBA student from the University of Chicago as an active member of the team. To qualify, the student must be registered as of the Phase I deadline. The student should be an integral part of the team, and should have equity in the company and/or a role on the management team (*\*minimum of 10% equity stake in the company*).

### Team Composition

All registered University of Chicago students, from any department, are eligible to fill out the rest of the team. In addition, teams may have members who are not affiliated with the University of Chicago. The Polsky Center encourages teams to identify individuals, within and external to the University, who may contribute the additional expertise and experience to help the team succeed.

Entries must be the original work of the entrants and may be made by a single-student or by multiple-student teams. Each team or student may submit as many entries as they wish. However, it is unlikely that multiple entries from the same team will be successful given that the plans are judged partly on the ability of the team to execute the plan.

### Originality of Business Ideas

The new venture idea should be original and have commercial promise. The entry may be developed in conjunction with a course or research project, and students may enlist faculty aid. Business plans that have participated in the past as part of other university business plan competitions are not eligible unless approved by the GNVF faculty member.

Business plans for very early stage ventures may be acceptable if the company has not already received funding from venture capitalists and/or other investors. Teams that have secured arrangements for capital from any source must disclose the amounts and sources in their Phase I executive summaries. Entries which have received outside investment from venture capital firms, private investors, or other industry sources may be considered ineligible to compete and should contact the Polsky Center for Entrepreneurship and Innovation in advance for confirmation.



## PHASES OF THE PROGRAM

### Three Phases of the Global New Venture Challenge

#### 1. Phase I

- a. One electronic copy of each team's feasibility summary is due by the Phase I deadline in the fall.
- b. Team selected to advance to Phase II as semi-finalists, will be announced approximately 2-3 weeks after submission.
- c. Phase II team members must enroll in the BUSH 34810: Global New Venture Challenge course for credit or audit.

#### 2. Phase II

- a. In BUSH 34810, each team will present their business to in-class coaches comprising venture capitalists and entrepreneurs. The feedback received from these first presentations will help the teams improve the business plan and their presentations and position them for the semifinals round of the program.
- b. Each team must submit an electronic copy of their full business plan by the deadline. Feedback on the business plans and scores from the semifinal presentations will help the GNVC organizers determine their selection for the final phase of the program.
- c. Teams selected to advance to the final phase of the GNVC will be announced after each campus session has completed.

#### 3. Phase III/Finals

- a. In mid-March, each finalist team will present their full business in-person to the panel of GNVC Judges at Chicago Booth's Gleacher Center. Only current students may present to the judges, while the non-University of Chicago team members can participate in the following Q&A session. The Judges Panel will adjourn after the final presentation to deliberate and select the winning teams.
- b. Winning teams will be announced at a reception immediately following the judges' deliberation.

## Feasibility Summaries

One electronic copy of the feasibility summary and the required supporting materials, including a signed Certifications and Agreements sheet, must be submitted to the specified submission email by the Phase I deadline. To help the judges gauge the relative merit of your business idea, please submit a concise Feasibility Summary. This Summary should comprise no more than eight (8) typed and double-spaced pages, and its structure should be consistent with a structure outlined by GNVC faculty in previous webinars. This summary should include:

- A description of the business opportunity and market need to be fulfilled, the product or service idea (plus brief technology assessment, if applicable), preliminary analysis of the target market and potential market size
- A brief competitive analysis
- A brief outline of key strategies and objectives
- A review of the management team and outside advisors (if applicable)

The Feasibility Summary submission must include the following materials, collated in the following order:

- Cover Sheet (see Entry Kit for official cover sheet)
- Certifications and Agreements sheet signed by all team members
- Set of resumes of all team members
- Feasibility Summary

Teams whose proposals show significant promise will be selected as semi-finalists and asked to continue to Phase II of the program. Semi-finalists will be announced in mid-November. All Chicago Booth students who advance to Phase II should register for BUSH 34810 during Winter Quarter. Students taking this course will have the unique opportunity to further refine their business plan in an academic environment using inputs from venture capitalists, faculty, and fellow entrepreneurs prior to the final round. Non-University of Chicago team members who wish to participate in BUSH 34810 must receive approval by the instructor prior to the first day of class.

## Business Plans

Please check the GNVC website for exact deadline dates for the business plans. The first draft of your business plan will be due a week before class begins. The final business plan will be due before semifinal presentations, and should not exceed twenty-five (25) double spaced pages of text and graphics, in addition to the appendices. Total plan and appendices should not exceed 50 pages.

In this phase, the Business Plan entry should follow a detailed outline of the Business Plan components, suggested by GNVC Faculty. Business Plans should include:

- Formal executive summary
- Business mission/description – what problem does this product intend to solve?
- Technology description if it's a technical product and IP rights
- Market info, including size, share and competitive analysis
- Revenue model and sales strategy
- Financial info (e.g., P&L, quarterly financial projections for first two years, and annual projections for years 3-5, pro forma cash flow and budget analysis, balance sheet and key assumptions for financials, much of which can be included in the appendix)
- Strategy for execution (e.g., operations, manufacturing, sales and marketing, alliances)
- Timetables/milestones
- Management/Board of advisors breakdown
- A working model or prototype, if appropriate, is advantageous but is not required.
- Exit strategy

The full list of finalists will be announced in early March.

## **JUDGING**

Judging will be based on the commercial potential of the business, innovative nature and technical feasibility of the idea, the credibility of the projections and assumptions, and the ability of the team to make it happen. While the quality of management and advisors is important, it will be less of a factor in Phase I and more a factor as the team progresses to Phase III.

All decisions of the judging panel will be final.

## **PRIZES**

A cash prize, along with any additional goods and services, is divided among the top teams as deemed by the judging panel. The allocation of the prize money will be determined by the finals judges, based on relative merit and need. Because of the extensive investment of time, resources, training, coaching and networking provided to each team through the Global New Venture Challenge, each GNVC finalist must review the terms of the Equity Agreement provided by the Polsky Center. Thus, as a condition to receive the award, each winning team must agree to provide the Polsky Center with equity in the company (that was the subject of its business plan) in an amount equal to its respective award if the company receives funding or otherwise enters into a business combination transaction wherein the surviving entity receives financing or equity in another entity.

## **PROTECTION OF INTELLECTUAL PROPERTY**

The University of Chicago, the principal sponsor and organizer, the co-organizers and co-sponsors of the Global New Venture Challenge have taken all reasonable measures to assure that all contestants retain their rights to the Business Plan and Intellectual Property. The co-sponsors and judges of the program include non-University of Chicago organizations that are interested in fostering the entrepreneurial process. Some of these organizations are in the business of working with and investing in the ideas of entrepreneurs. However, co-sponsoring organizations will only have access to the Plans with a team's prior approval and shall make no claim to any of the property or rights.

The protection of these rights is the ultimate responsibility of each contestant. Contestants are urged to mark as CONFIDENTIAL any portion of their Entries, which they consider to be proprietary, or of a sensitive nature. Contestants should be careful about disclosing any "patentable" concepts in their Entries because, although in the United States a patent application can be filed up to one year after the first public disclosure of an invention, in many foreign countries a patent application must be filed before any public disclosure is made.

