

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

For questions regarding the JagStart competition, contact Karen White at kfwhite@iupui.edu.

Visit the JagStart webpage and apply at:

<http://research.iupui.edu/commercialization-industry/commercialization/students>

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COMPETITION OVERVIEW

JagStart is an innovation contest, which rewards students for their ideas on finding answers to real-world problems. This might be 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).
- No props, slides, or other visual aids can be used during the live pitch event.
- Local experts and professionals will judge the pitch competition.

GOALS AND OBJECTIVES

The Office of the Vice Chancellor for Research (OVCR) launched the JagStart pitch competition to support students and encourage further 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 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

October 31, 2017-January 8, 2018: COMPETITION KICK-OFF

Multiple Information Sessions scheduled Tuesday, October 31, 2017 through Wednesday, January 10, 2018, when acceptance of online entries will begin.

JAGSTART COMPETITION LAUNCH SESSIONS

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

PLEASE PLAN TO ATTEND ONE OF THE FOLLOWING “BRAINSTORMING” SESSIONS!

Indianapolis Campus: All Launch workshops will be held in University Library, UL 1126

Tuesday, October 31, 2017

Workshop Session #1: 10:00 a.m.-11:00 a.m.

Workshop Session #2: 11:30 aM-12:30 p.m.

Monday, November 6, 2017

Workshop Session 3: 11:00 am-12:00 p.m.

Workshop Session 4: 1:00 p.m.-2:00 p.m.

Workshop Session 5: 5:30 p.m.-6:30 p.m.

Thursday, November 9, 2017

Workshop Session 6: 2:30 p.m.-3:30 p.m.

Workshop Session 7: 4:00 p.m. – 5:00 p.m.

Wednesday, January 10, 2018

Workshop Session 8: 11:30 a.m. - 12:30 p.m.

Workshop Session 9: 1:00 p.m. – 2:00 p.m.

Workshop Session 10: 3:30 p.m. – 4:30 p.m.

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

Thursday, November 2, 2017

Workshop Session 1: 10:30 a.m.-11:30 a.m.

Workshop Session 2: 12:00 p.m.-1:00 p.m.

Drop-in Student Q&A: 11:30 p.m.-12:00 p.m.

Monday, January 8, 2018: COMPETITION ENTRY OPENS

Online form opens for acceptance of entries at 9:00 a.m.

January 8-February 2, 2018: PREPARE AND SUBMIT 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 11, 2018

Entry Workshop Session 1: 11:30 a.m.-1:30 p.m.

Entry Workshop Session 2: 1:30 p.m.-3:30 p.m.

Wednesday, January 17, 2018

Entry Workshop Session 3: 8:30 a.m.-10:30 a.m.

Entry Workshop Session 4: 10:30 a.m.-12:30 p.m.

Tuesday January 23, 2018

Entry Workshop Session 5: 9:00 a.m.-10:30 p.m.

Entry Workshop Session 6: 4:00 p.m.-6:00 p.m.

Tuesday and Wednesday, January 30 & 31, 2018

OPEN HOURS ENTRY ASSISTANCE SESSION EACH DAY

3:00 p.m. UNTIL 6:00 p.m.

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

Tuesday, January 16, 2018

IUPUC Entry Workshop Session 1: 11:00 a.m.-12:30 p.m.

IUPUC Entry Workshop Session 2: 1:00 p.m.-2:30 p.m.

Friday, February 2, 2018: ENTRY DEADLINE!

Entries must be submitted using the online form by 5:00 p.m. EST

Thursday, February 15, 2018: NOTIFICATIONS SENT TO FINALISTS.

Tuesday, February 20, 2018: ENTRY CONFIRMATION DEADLINE.

Finalists must confirm participation and fill out paperwork (an appointment will be set up after finalists' notification).

February 16-28, 2018: 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 19, 2018

Pitch Skills Workshop Session 1: 9:00 a.m.-10:30 a.m.

Pitch Skills Workshop Session 2: 1:30 p.m.-3:00 p.m.

Thursday February 22, 2018

Pitch Skills Workshop Session 3: 2:30 p.m.-4:00 p.m.

Pitch Skills Workshop Session 4: 4:30 p.m.-6:00 p.m.

Columbus Campus: Workshop scheduled with finalists from IUPUC as needed.

Thursday March 1, 2018: 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 a.m.-2:00 p.m. in University Library, Lilly Auditorium

Friday March 2, 2018: JAGSTART PITCH COMPETITION EVENT

IUPUI Campus, University Library, Lilly Auditorium

Students must be available to attend Noon until 3:30 p.m.

ENTRY PREPARATION AND SUBMISSION

1. Individuals must submit an entry for the competition, using the online entry system found online at the following URL: <https://iu.infoready4.com/>
(NOTE: Go the 2018 JagStart Competition. You will login using your IU account credentials)
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 product, service, or venture (project) 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 finalist confirmation.
 - 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. (See JAGSTART ENTRY WAIVER AND CONSENT LETTER, in the appendix)
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, describing what to include in the document.
4. Entries will be accepted through the official online registration system beginning on January 8, 2018 until the final deadline on Friday, February 2, 2018 at 5:00 p.m. EST. Applicants should finalize entry documents as soon as possible, to avoid any submission problems that could occur. Please contact Karen White, kfwhite@iupui.edu if you encounter problems with the online registration system.
5. A screening committee will review the entries to choose finalists for the live pitch competition. (See WRITTEN ENTRY REVIEW RUBRIC in appendix) Evaluation of the submitted entries will be completed by close of business, 5:00 pm EST, on Monday, February 12, 2017. For each entry, you (or the student named as team leader) will be contacted with the final selection decision. You will schedule a meeting to confirm participation in the pitch. You, or the team leader, will be notified of finalist decisions on or before Thursday, February 16, 2018 at 5:00 pm EST.

WRITTEN ENTRY TEMPLATE

Cover Page: Include all of the information requested

- 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

BACKGROUND: Describe the problem solved or identify the need (1 page max)

Describe the background of the concept or idea and what problem or your entry addresses. 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).

IDEA: Describe your solution--how your idea helps (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?

IMPACT: Who will benefit—customers, clients, market value? (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.

POINTS TO KEEP IN MIND....

- ✓ Demonstrate a need—who has a problem that your idea will solve?
- ✓ Identify and address key issues related to the problem to be solved
- ✓ Demonstrate originality—has it been done before?
- ✓ Describe implementation—to move forward with the idea, what do you need to do? What needs to happen?
- ✓ Describe the potential scope for immediate or short term impact and for longer term impact if possible

ELIGIBILITY AND FINALIST CONFIRMATION

1. All contestants must be students, either full-time or part-time, enrolled in a degree program (undergraduate, graduate, or professional) at IUPUI or IUPUC. In addition, all entrants must be at least 18 years of age as of the competition entry deadline on Friday, February 2, 2018 (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 2, 2018 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 20, 2018 at 4:00 p.m. 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. (See FINALIST PARTICIPATION RELEASE in Appendix).
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 is 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). The pitch will present ideas at a relatively early stage of development, and 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. 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.
 - a. 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.
 - b. Entrants must release to the competition organizers the rights to publish the names, photographs, and summaries of entries. (See PHOTO, VIDEO, AND AUDIO CONSENT AND RELEASE FORM in appendix).
3. In addition, each entrant is responsible for obtaining, prior to registration, any and all releases and consents necessary to permit the use and public dissemination of ANY information or materials if:
 - a. 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
 - b. the ideas or work being pitched are subject to the rights of third parties not participating in the competition directly.

This applies to rights of individuals who you may be working with outside of the university (and are thus ineligible to participate directly in the competition) or other students who elect not to participate. 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. (see JAGSTART ENTRY WAIVER AND CONSENT LETTER in the appendix, for sample language).

CRITERIA FOR JUDGING LIVE PITCH EVENT

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. Please refer to the
 - i) 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.
 - ii) 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.).
 - iii) 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.
 - iv) 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 have concluded, they will confer to make final decisions on selection of the winning pitches and award of prizes. (See PITCH EVENT SCORING RUBRIC, in appendix).

AWARD OF PRIZES

1. 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!

1st Place: \$2,500

2nd Place: \$1,500

3rd Place: \$500

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

2. 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.
 3. Judges will chose the winning entrants for the entries they judge to be the top three winners. The final awards will be made by dividing any prize awarded equally between the eligible students forming a team for purposes of the competition. Note that the value of the award is subject to IRS reporting and taxation. Awards will be distributed to winners only upon completion of necessary documentation following the competition.
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SUMMARY OF TIMELINE

October 31, 2017-January 8, 2018: COMPETITION KICK-OFF

JAGSTART COMPETITION LAUNCH SESSIONS

January 8-February 2, 2018: PREPARE AND SUBMIT COMPETITION ENTRIES

ENTRY PREPARATION WORKSHOPS

Friday, February 2, 2018: ENTRY DEADLINE!

Thursday, February 15, 2018: NOTIFICATIONS SENT TO FINALISTS.

Tuesday, February 20, 2018: ENTRY CONFIRMATION DEADLINE.

February 16-28, 2018: PREPARE FOR PITCH PRESENTATIONS.

PITCHING YOUR IDEAS WORKSHOPS*

Thursday March 1, 2018: PRACTICE PITCH SESSIONS

Friday March 2, 2018: JAGSTART PITCH COMPETITION EVENT

JAGSTART PITCH COMPETITION EVENT (PRELIMINARY SCHEDULE)

Friday, March 2, 2018, University Library, Lower Level

12:30-1:00 p.m. (UL0110)

Contestant check-in, presentation times assigned

Pizza Lunch!

1:30 p.m. (Lilly Auditorium)

Welcome and Information for Audience

1:40-1:45 p.m.

Begin Pitch Presentations

2:45-3:00 p.m.

Networking Reception

Final review of judges balloting and selection of winners

3:15 p.m.

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.

Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation by Patrick Van Der Pijl, Justin Lokitz, and Lisa Kay Solomon

Also, refer to free “tools” available for download online at

<http://designabetterbusiness.com/>

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 for more information or with questions on any information contained in this document.

APPENDIX

- I. Photo, Video, and Audio Consent and Release Form
- II. Finalist Participation Release
- III. JagStart Entry Waiver and Consent Letter
- IV. Written Concept Review Rubric (Finalist Selection)
- V. Pitch Event Scoring Rubric (Scoring For Pitch Event and Judges Award of Prizes)

PHOTO, VIDEO, AND AUDIO CONSENT AND RELEASE FORM

I (“Participant”) authorize The Trustees of Indiana University (“IU”), acting through its agents, employees, or representatives, to take photographs, video recordings, and/or audio recordings of me, including my name, my image, my likeness, my performance, and/or my voice (“Recordings”). I also grant IU an unlimited right to reproduce, use, exhibit, display, perform, broadcast, create derivative works from, and distribute the Recordings in any manner or media now existing or hereafter developed, in perpetuity, throughout the world. I agree that the Recordings may be used by IU, including its assigns and transferees, for any purpose, including but not limited to, marketing, advertising, publicity, or other promotional purposes. I agree that IU will have final editorial authority over the use of the Recordings, and I waive any right to inspect or approve of any future use of the Recordings. I acknowledge that I am not expecting to receive compensation for participating in the Recordings or for any future use of the Recordings. I release and fully discharge IU, and its employees, agents, and representatives, from any claim, damages, or liability arising from or related to my participation in the Recordings or IU’s future use of the Recordings.

I have read this entire Consent and Release Form, I fully understand it, and I agree to be bound by it. I represent and certify that my true age is at least 18 years old, or, if I am under 18 years old on this date, my parent or legal guardian has also signed below.

Location of Recordings

Date(s) of Recordings

Participant’s Signature

_____/_____/_____
Date

Participant’s Printed Name

Address

City

State

Zip Code

Phone Number

Email Address

JagStart Student Idea Pitch Competition

Finalist Participation Release

Title of Idea: «Final_Title»

Team Leader: «Name» «Last»

List of team members: (Name, School, Department)

Participant (Print name):

Student ID:

Email Address: «IUPUI_Email»

Have you and/or any team members, or any third party filed for a patent application related to the idea or is there any other intellectual property (copyright, designs, software, etc.) associated with the idea/project? Yes No

If yes, please attach a short description of the patent status and/or any other intellectual property, including a listing of named inventors and/or third party with an ownership interest in the idea or venture.

I have read and understand the JagStart Competition Rules and Guidelines. I further represent that I and all members of the team are students at IUPUI, over the age of 18, currently enrolled and in good standing. I/we also understand that any award made will be divided equally between all listed team members who are eligible participants.

If the proposal and/or pitch contains any material, concepts, or other elements that are not owned solely by myself (or jointly held with all listed team members), and/or which are the subject to the rights of third parties not participating in the competition directly, then I/we have obtained full release and consent from these individuals necessary to permit the use and public disclosure/ dissemination of such concepts and materials. These individuals should also acknowledge that prizes, if awarded, will be made only to the team members listed in this release.

I understand and acknowledge that failure to obtain proper releases, and that misrepresentation of, or failure to disclose, intellectual property status will disqualify the entry from the competition and that no member of the team would then be eligible for award of any prize.

Signature

Date

JagStart Student Idea Pitch Competition

JAGSTART ENTRY WAIVER AND CONSENT LETTER

RE: The JagStart Idea Pitch Competition at IUPUI

Entrant Name(s)

Entry Title:

I am writing to provide my consent for the Entrant(s) to compete in the 2018 JagStart Elevator Pitch Competition to represent the entry. I will not participate in the competition as a registered entrant, although I have engaged in work together on the disclosed idea/business concept, as described below,

- I am not eligible to participate as I am an otherwise eligible student, but I am already a finalist pitching an independent idea;
- I am an otherwise eligible student, but am unwilling to join the team, or not able to participate on the day of the event due to prior binding obligations;
- I am working with entrant as part of an outside business partnership or other personal relationship, and understand that I am not eligible to represent the idea in this competition.
- Other (describe below):

Entrant(s) has my full consent to represent this work, and any/all material needed for this competition. I understand the named Entrants in the event will receive that any winnings if this entry is judged one of the winners. Any other arrangements with respect to the use of those funds will be agreed upon personally and privately between the parties. I hereby waive any right or expectation of compensation from Indiana University-Purdue University Indianapolis.

If this idea is part of a formal planned business plan, please complete information on the partnership and attach to this letter. For incorporated entities, a letter from a designated principal or officer of the corporation is required.

Submitted and agreed by:

Print Full Name: _____

Date

Address: _____

JagStart Student Idea Pitch Competition

Written Concept Review Rubric (Finalist Selection)

Below is the scoring rubric provided to our finalist selection panel to review all submitted entries.

Thank you for your participation in review of the JagStart Idea Pitch Competition entries. Students were asked to provide a 3-4 page written summary of their idea, highlighting the innovation of the idea/concept and associated solution, along with the possible social and economic value.

For purposes of this review, much of the value associated with the concept or idea should focus on the innovation and quality of the idea presented. The proposal should also 1) illustrate an understanding of the constituency/market being addressed, and what types of potential customers or beneficiaries they will be serving, and 2) attempt to address obstacles to implementation of their idea. Fundamentally, the written proposal should convey how the idea provides an effective solution to a problem, and creates a sustainable competitive advantage.

INNOVATION (The Idea's Function and Differentiation)

Need: Does the proposed new product, venture, or project identify a compelling need and present a clear solution to a problem or real-world challenge?

Originality: How bold or fresh is idea described in the proposal?

IMPACT (The Idea's Potential)

Scope (Size/Growth): Does the idea have potential for broad or significant impact? Is the potential for the concept to grow or scale explained?

Sustainability: Does the concept proposal demonstrate the potential for the idea to sustain itself in the long term?

IMPLEMENTATION (How the Idea Will Happen)

Feasibility: How feasible is the plan for implementation of the concept? Is it well thought out?

Challenges/Gaps: Does the applicant address gaps in the concept and challenges to implementation of the idea, and how these will be overcome?

OVERALL RANKING—how would you rate the potential for this idea to be implemented as either a for-profit or a nonprofit activity?

Low Interest/Potential 1 2 3 4 5 High Interest/Potential

JagStart Student Idea Pitch Competition

Below is the scoring rubric provided to our Judges for the final pitch event.

Pitch Event Scoring Rubric (Scoring for pitch event and award of prizes)

JUDGING CRITERIA	SCORE (1-5)
<p>QUALITY OF IDEA</p> <ul style="list-style-type: none"> • Was the idea supported by enough detail? Did it appear to be a well thought out concept? • Did valid assumptions and logical reasoning support the idea? • Is the idea practical for implementation? <p>COMMENTS:</p>	
<p>OVERALL PERSUASIVENESS OF IDEA</p> <ul style="list-style-type: none"> • Were you sold on the idea? • Do you feel there is some potential for success? • Was concrete support provided for the ‘why’ behind the idea? • Were you persuaded to help the team go to a next step? <p>COMMENTS:</p>	
<p>OVERALL PRESENTATION QUALITY AND PROFESSIONALISM.</p> <ul style="list-style-type: none"> • Was the message conveyed clearly, loudly, and with excellent diction and grammar? • Was the presentation delivered with passion, energy, and optimism? • Was the presenter’s body posture and presence professional and confident? • Was the presentation simple and direct? Was the pitch memorable and engaging? <p>COMMENTS:</p>	
<p>Other feedback:</p>	
TOTAL:	