

# 2019 JagStart Student Idea Pitch Competition

## Rules and Guidelines

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 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://go.iu.edu/jagstart>

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The IUPUI Office of the Vice Chancellor for Research sponsors the annual JagStart competition as part of our “Innovation to Enterprise” (I2E@IUPUI).programs for support of student innovation and entrepreneurship. Each year, we work with multiple other groups in helping make this event a success.

*OUR THANKS TO THE FOLLOWING CAMPUS UNITS AND DIVISIONS FOR THE SUPPORT AND ASSISTANCE WITH THIS YEAR’S JAGSTART PITCH COMPETITION!*



The Innovation, Design, Entrepreneurship, Action (IDEA) Fellows at IUPUI are dedicated to activating student capacity to create change through the principles of innovation, design, entrepreneurship and action.

<https://theden.iupui.edu/organization/ideafellows>



The Idea Garden is a place for students to be creative, to explore, to collaborate. It's a Thinker Space, fully equipped to give students an organic experience with emerging technologies. It's where you connect with the community, learn from local tech leaders, and gain exposure to innovative ideas. The Idea Garden serves as fertile ground for student vision, cultivates thought and provides for growth, and produces entrepreneurial thinkers.

<https://ideagarden.iupui.edu/>



The Center for Research and Learning (CRL) is associated with the Division of Undergraduate Education and the Office of the Vice Chancellor for Research. CRL is dedicated to serving students through a series of undergraduate research programs overseen by CRL faculty and program leaders. These programs offer students the opportunity to carry out innovative research, scholarship, and creative activity with faculty mentors through internally and externally funded programs.

<https://crl.iupui.edu/>

## 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. Students will submit written summaries of their original ideas, and finalists will be chosen to move forward to the final stage of the competition.

Finalists will 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.
- 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 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.

### **JagStart Idea Pitch Competition Process**

The competition will progress in three stages:

- 1) A first stage entry in the fall with submission of an idea abstract, followed by
- 2) A second stage in the spring, with a submission of a full written entry used for selection of finalists, then
- 3) The onstage (“elevator” pitch) JagStart Competition event at the IUPUI Student Research & Engagement Showcase on April 12, 2019.

#### **Stage 1: Idea Abstract Submissions and Feedback**

JagStart is open to all students (i.e. undergraduate, graduate, and professional), who are enrolled and in good standing, full or part-time, for a degree during the 2018-2019 academic year (including December graduates!) in any of the Indiana University-Purdue University schools at either the Indianapolis or Columbus campus.

Eligible students will submit a 2-3 page outline of their idea by **Monday, December 10, 2018**. The pre-application information will allow the JagStart mentoring team to provide feedback on your idea, and provide mentoring/coaching assistance to the selected teams for preparation of the Final Entry stage of the contest in the spring. Students may request to be paired with one of our volunteer business mentors (an industry professional that is matched to the team based on the mentor’s expertise and background) to refine their project idea for the next stage of entries.

#### **Stage 2: Full Entry Preparation and Selection of Semi-Finalists/Finalists**

After review of the feedback received in the first idea submission stage, we ask students to refine their idea and submit a full written entry. These entries will be developed by expanding on the design of their innovations and editing their proposals based on judges/mentors’ feedback in one or more of our “Idea Shakedown” mentoring sessions to be held in January.

- Our judges will review and score the written applications, for purposes of selecting semi-finalists to participate in one of two min-pitch events, scheduled for March 22 and March 29.
- Semi-finalists will prepare an oral pitch and present this to our volunteer mentor group for scoring. Students can earn up to ten (10) “bonus” points, to be added to the score for the written entries for purposes of final review of entries.
- Finalist selections will be based on 1) the scoring of the final written entry, 2) bonus scores added from participation in the mini-pitch events, and 3) any additional input or validation of entry content and eligibility. The application scoring committee will then select 10-15 entries will be chosen as finalists to participate in the final elevator pitch event.

#### **Stage 3: JagStart Idea Pitch Competition**

Finalists will compete on stage at the JagStart Pitch event as part of the as IUPUI Student Research & Engagement Showcase on April 12, 2019. Our panel of judges will then select winners to receive awards of up to \$2,500. In addition attendees of the event will be allowed to vote on the “crowd favorites,” and finalists may win one of two \$500 awards.

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**FULL COMPETITION TIMELINE**

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**NOVEMBER 1, 2018 –DECEMBER 10, 2018: COMPETITION LAUNCH**

Multiple information sessions scheduled Thursday, November 15, 2018 and Wednesday, November 28, 2018. Drop-in Q&A sessions will also be made available on other dates; interested students should inquire at [itec@iupui.edu](mailto:itec@iupui.edu).

**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.* **RSVP @ <http://go.iu.edu/27Rr>**

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

**Thursday November 15, 2018**

Session 1: 11:30 AM – 1:00 PM

Session 2: 1:30 PM – 3:00 PM

Session 3: 3:30 PM – 5:00 PM

**Wednesday, November 28, 2018**

Session 4: 9:00 AM – 10:00 AM

Session 5: 10:30 AM – 11:30 AM

Session 6: 12:00 PM – 1:00 PM

Session 7: 1:30 PM – 2:30 PM

**Columbus Campus:** All Launch sessions will be held in Campus Center, CC 259--Kimball Boardroom

**Tuesday, November 6, 2018**

IUPUC JagStart Launch Session 1: 11:00 AM-12:00 PM

IUPUC JagStart Launch Session 2: 12:30 PM-1:30 PM

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**MONDAY, DECEMBER 10, 2018: STAGE 1 ENTRY DEADLINE**

Online form opens for acceptance of idea abstract entries at 8:00 AM on November 1, 2018. Entries can be submitted at any time, but if students are uncertain how to proceed, please make an effort to attend one of the JagStart Launch sessions. The idea summary will be reviewed to connect prospective entrants to connect with our mentor group

**SUBMIT YOUR IDEA ABSTRACT:** <http://go.iu.edu/286a>

Submit your request to be matched with one of our volunteer mentors prior to our mentoring sessions scheduled in January! (Note that some volunteers may be unable to make the initial meeting).

**SUBMIT YOUR MENTOR MATCHING REQUEST @ <http://go.iu.edu/282v>**

**FRIDAY, JANUARY 11, 2019: and JANUARY 18, 2019 --MEET OUR VOLUNTEER MENTORS.**  
**RSVP @ <http://go.iu.edu/251q>**

**Indianapolis Campus: Idea Garden space, Hine Hall, Room IP106.**

SESSIONS scheduled Friday, January 11, 2019 12:00 PM – 2:00 PM; 2:00 PM – 4:00 PM

**Indianapolis Campus: University Library, Room 0110 (Lower Level)**

SESSION scheduled Friday, January 18, 1:00 PM -2:00 PM

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**FRIDAY, JANUARY 25, 2019 – FRIDAY, FEBRUARY 8, 2019 – PREPARE FINAL ENTRY.**

### Mentoring and Advising Sessions

Learn how to prepare the FINAL 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. These are “Idea Shakedown” sessions allowing you to speak to available advisors or mentors during the scheduled time, **COME TO AS MANY SESSIONS AS YOU LIKE! RSVP @ <http://go.iu.edu/251q>**

*DROP INS WELCOME, BUT STUDENTS ENCOURAGED TO RSVP IF POSSIBLE--SESSIONS MAY BE CANCELLED OR END EARLY IF THERE ARE NO STUDENTS SCHEDULED TO ATTEND!*

### IDEA SHAKEDOWN SESSIONS

**Indianapolis Campus: University Library, Room 0110 (Lower Level)**

Sessions scheduled each Friday, January 25, 2019 - February 8, 2019 12:30 PM – 1:30 pm each date

**Indianapolis Campus: Idea Garden space, Hine Hall, Room IP106.**

Sessions scheduled each Friday, January 25, 2019 - February 8, 2019

2:30 PM – 4:30 pm each date (You can attend only part of the session during the scheduled time)

(IUPUC students may also choose to participate in sessions from the Indianapolis sessions as noted above)

### **Tuesday, January 15, 2019**

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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**MONDAY, FEBRUARY 11, 2019: DEADLINE FOR FULL COMPETITION ENTRY**

\*\*\*Final complete entries must be submitted using the online form by 5:00 PM EST\*\*\*

**OPEN HOURS ENTRY ASSISTANCE SESSION, 1:00 PM UNTIL 4:00 PM, UL 1126**

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**MONDAY, FEBRUARY 18, 2019: NOTIFICATIONS SENT TO SEMI-FINALISTS.**

Semi-finalists will be asked to participate in the mini-pitch sessions before selection of the finalists who will participate in the pitch event in April.

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**FRIDAY, FEBRUARY 22- MARCH 8, 2019: SEMI-FINALIST PITCH COACHING**

Prepare your mini-pitch to move into the next stage of finalist selection.

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**PITCH COACHING SESSIONS FOR SEMI-FINALISTS**

These coaching sessions focus on skills and techniques for more dynamic and successful oral presentation of an elevator pitch. Emphasis is placed on constructing statements of the fundamental concepts, effective delivery techniques, and tips for adding impact without visual aids.

**Indianapolis Campus: All sessions held in the Idea Garden space, Hine Hall, Room IP106.**

Sessions scheduled each Friday, 1:00 – 4:00 pm, February 15 through March 8, 2019

**IUPUC SEMI-FINALISTS:** You may choose to attend sessions on the Indianapolis campus (in person, or “virtually” via Zoom, etc.) or arrange for an individual coaching session at the Columbus campus. Please contact Karen White ([kfwhite@iupui.edu](mailto:kfwhite@iupui.edu)) to make arrangements.

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**FRIDAY, MARCH 22 AND FRIDAY, MARCH 29: FINALIST SELECTION MINI-PITCHES.**

Participate in the mini-pitch sessions on March 22 and March 29. Scores will be added to the scores for the full written entry, in order to choose up to fifteen (15) finalists.

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**MONDAY, APRIL 1, 2019: NOTIFICATION OF FINALISTS**

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**WEDNESDAY, APRIL 3, 2019: FINALIST CONFIRMATION DOCUMENTATION DUE.**

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

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**THURSDAY, APRIL 4, 2019: PRACTICE PITCH SESSIONS FOR FINALISTS**

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 APRIL 12, 2019: JAGSTART IDEA PITCH COMPETITION EVENT**

**IUPUI Student Research & Engagement Showcase**

**IUPUI Campus Center, Theater Level**

Students must be available to attend 12:00 PM until 4:00 PM

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## IDEA ABSTRACT PREPARATION AND SUBMISSION

### Stage 1 Entry Process

Individuals must submit an abstract or outline of their idea in the first stage entry process for the competition, using the online entry system found online at the following URL: <http://go.iu.edu/286a>

1. You will be asked to provide the following information (see entry template, in the Appendix):
    - a. Team or Group name (if working in a group)—representing a proposed new approach, product, service, or venture based on the new idea/concept.
    - b. Name and contact information for participant or primary team contact (this must include an IUPUI email address and a valid phone number).
    - c. You are asked to submit a brief summary of your idea, including the following information:
      1. Problem Statement
      2. Existing Solutions
      3. Proposed Innovation
      4. Listing of students working on the idea.
    - d. References and citations are permitted in a separate document upload.
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### Scoring of Stage 1 Entries

The Stage 1 idea abstracts will be scored in order to assist with the coaching mentoring process, and provide students with feedback to assist in completion of a more competitive final entry. **These preliminary scores will have no impact on the next stage of judging to identify semi-finalists.**

#### **INNOVATION (40%)**

The idea presented is a “novel, innovative or creative” solution to the proposed problem. “Novel, innovative or creative” solutions means either: (a) a new idea, method, invention or product, or (b) the creation of a better or more effective product, process, service, technology or idea.

#### **POTENTIAL FOR IMPACT (20%)**

The proposed project addresses a pressing and important problem. The team provides the sufficient data/research to understand the problem and specific need(s) of the target audience, and makes a case that their idea addresses this need.

#### **VIABILITY (20%)**

The proposal is viable and the team has credibility to implement it. The entry includes sufficient evidence of team members’ expertise, training, skills, and the team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives.

#### **QUALITY (20%)**

The overall quality of proposal is high and the idea itself is of high merit. The team has clearly put thought and effort into creating a compelling and persuasive proposal that convinces readers this is an idea worth funding.



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## FINAL ENTRY PREPARATION AND SUBMISSION

In the second stage of the competition entry, students will prepare a more detailed written entry, for submission and scoring to select semi-finalists. Finalists will be chosen on the combined results of the written entry reviews with the results of a mini-pitch round scheduled in March.

### Mentoring and Coaching Sessions

***Meet the Mentors Sessions:*** These sessions in early January will allow students to meet with potential mentors, and learn more about the process and expectations for participation in the mentoring sessions.

***Idea Shakedown Sessions:*** Attend one or more of our "idea shakedown" sessions for feedback on your idea, and learn how to prepare a successful entry. You will learn how to identify the value proposition being offered by a new approach, product, service, or opportunity afforded by a new venture.

DROP-INS WELCOME, but students should RSVP for sessions, to ensure space is available.

**RSVP @ <http://go.iu.edu/251q>**

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### Final Entry Submission

1. 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 as members of the team.
  - 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.
2. In addition to the information above, entrants will submit a short (approximately 5-6 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 full 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.
3. The final written application entries will only be accepted through the official online entry system before the deadline on **Monday, February 11, 2019 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.

Go to our website to submit final entry materials. <http://go.iu.edu/jagstart>

4. A screening committee to choose semi-finalists for the pitch competition will review the concept summaries. Evaluation of the submitted entries will be completed by close of business, **5:00 pm EST, on Monday, February 18, 2019**. For each entry, you (or the student named as team leader) will be contacted with the semi-finalist selection decision. Semi-finalist selection decisions should be provided to the team leader on or before Thursday, February 21, 2019 at 5:00 pm EST.

**Final 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 (two pages 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 (two 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 (two pages 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 address key issues, such as 1) access the market or clients, 2) budget for activities or price services/products, 3) any regulatory or legal issues that are relevant, etc.
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**POINTS TO KEEP IN MIND....**

- ✓ Demonstrate a need—who has a problem that your idea will solve? What do you know about the causes of the problem?
- ✓ Identify and address key issues related to the problem to be solved. Who has attempted to solve the problem to date?
- ✓ Demonstrate originality—how is what you are proposing different from what has been done before?
- ✓ Describe implementation—to move forward with the idea, what do you need to do? What needs to happen? What resources will you need?
- ✓ Describe the potential scope for immediate or short-term impact and for longer-term impact if possible. How many people would benefit? How can the benefit be measured or documented?

### **Scoring of Final Entries and Selection of Semi-Finalists**

A review committee will score the final written entries, and rank these for purposes of selecting semi-finalists to move forward in the competition. The Written Concept Review Rubric (Semi-Finalist and Finalist Selection) in the Appendix will be used for this review, with a potential full score of 45 points.

### **Mini-Pitch Sessions for Semi-Finalists**

Semi-finalists will prepare a 3-minute oral pitch, and present this during one of the Mini-Pitch sessions scheduled on March 22 and March 29. These pitch sessions will be scored and points (up to 10 additional points) will be added to the scoring for the final written entry, in order to make decisions on the entries to move forward to compete in the final pitch event.

1. All semi-finalists must register to attend at least one of the Pitch Skills Coaching sessions scheduled on Friday afternoons, February 22- March 8. This will enable participants to sign up for a mini-pitch session on either March 22 or March 29.
2. The audience will consist of volunteer mentors and peer advisors from the Innovation, Design, Entrepreneurship, Action (IDEA) Fellows at IUPUI. Unlike the final pitch event, the “reviewer audience” will have access to information available in the written entry, but not the prior scores.

The attendees/judges at the mini-pitch sessions will score the following, at up to 2 points each. The average of all reviewer scores will be used to adjust the rankings from the written entry review. (Refer to the Mini-Pitch Presentation Scoring Rubric in the Appendix).

- Opening/Hook (Introduction properly handled, team introduced, appropriate “hook” utilized)
- Performance--(Appearance, confidence, posture, speaks clearly)
- Presentation-(Idea is communicated in a clear, concise, understandable, fashion)
- Expectations-(states their goals, captures attention, persuasive, realistic)
- Timing (Under time limit/good content, under time limit/poor content, Over time limit)

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### **Selection of Finalists**

Selection of finalists for the JagStart Competition Event on Friday, April 12, 2019, will be made based on the scoring of both the final written entries, and the results of the mini-pitch sessions as follows:

- 1) The committee will look at the scoring and feedback on the full written entry. Upon review, some scores may be adjusted based on additional feedback from the review committee.
- 2) The semi-finalist scores from participation in the mini-pitch events will be used to adjust the rankings.
- 3) The committee will then review the final rankings, and take into consideration any additional input or validation of entry content and student eligibility. The committee will then select 10-15 entries as finalists to participate in the elevator pitch event.

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## FINAL COMPETITION EVENT RULES AND GUIDELINES

### Eligibility and Finalist Confirmation

1. All contestants must be a full-time or part-time undergraduate, graduate, or professional students, who are **enrolled in a degree program** at IUPUI or IUPUC during the current academic year (including students graduating December 2018), and at least 18 years of age as of the competition entry deadline on **Monday, February 11, 2019** (no exceptions will be made). **All team members listed on the entry must be available to participate in the final pitch presentation event on Friday, April 12, 2019 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 **Wednesday, April 3, 2019 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.** 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.
3. 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.
  - d. The JagStart competition is a three (3) minute pitch on an idea for a new product, business and/or non-profit **venture**. Your job is to excite the judges about your idea by answering the following questions to the best of your ability.
    - What is the assumed problem, need, and/or opportunity that your product, business, or non-profit addresses? Why is it important to solve the problem? Who do you assume to be your target customer(s) or clients?
    - What is your idea? How does it unique with respect to prior work or attempts to solve the problem? Where or how did the idea come to you? What is your interest in solving the problem?
    - What is your next step(s)? What do you need help with to accomplish your next step(s)? Can you make a case that the idea is feasible, and you can implement as you suggest?

**A NOTE TO FINALISTS**

Judging and award of prizes in the final stage competition, will be based on whether you have made a compelling case your idea has merit, so keep the following in mind as you prepare!

- Answers to the “Questions your pitch should answer” listed earlier.
  - The creativity of the idea--is it an idea that based on the judges experience makes them interested?
  - The quality of the presentation
  - Your answers to judge’s questions, presentation of a reasoned thought process, etc.
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**Confidentiality and Intellectual Property Guidelines**

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—such ideas are often very difficult to protect. Thus, entrants should understand the potential impact of their participation in the competition. While the reviewers and judges do agree to a general policy of confidentiality, there are no legal restrictions imposed, and of course, the general audience members at any event are under no expectations of confidentiality. **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. 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. Entrants may also need to provide additional documentation if the written entry and/or pitch contains 1) any material, concepts, or other elements that are not wholly owned by the individual(s) participating in the event, and/or, 2) which are subject to the rights of third parties not participating in the competition directly. Entrants are responsible for obtaining, prior to registration, 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.**

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**Final Pitch Event--Criteria for Judging and Award of Prizes**

1. The criteria for judging of the live pitches will include, a) Quality of the Idea, b) Effective Communication of the Idea, c) Overall Persuasiveness, 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) Effective Communication of the Idea: 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.
  - c) 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.).
  - 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. **Judges will not have access to information from the written entries or the prior ranking/scoring of those.**
3. The judging panel will select three top entrants/teams (1<sup>st</sup> \$2,500, 2<sup>nd</sup> \$1,500, and 3<sup>rd</sup> \$750). In addition to prizes awarded by the judging panel for the on stage pitches, two (2) awards of \$500 will be chosen by popular vote of attendees in the “What a Great Idea!” category. **PLEASE REFER TO THE PITCH EVENT SCORING RUBRIC IN THE APPENDIX**
4. Awards will be announced at the conclusion of the event, with on-stage presentation of the awards. All finalists must remain until announcement of all awards, 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.

**JagStart Pitch Competition Event (Preliminary Schedule)****Friday, April 12, 2019, IUPUI Campus Center, Theater, Lower Level**

12:00-1:00 PM	Contestant check-in, presentation times assigned Pizza Lunch! For finalists
1:30 PM	Welcome and Information for Audience
1:40-1:45 PM	Begin Pitch Presentations
2:45-3:00 PM	Approximate end of pitch presentations Networking Reception Final review of judges balloting and selection of winners “What a Great Idea” Voting
3:15 PM	Award Ceremony and Continue Networking Reception <b>Prizes for Top Ideas!</b> 1 <sup>st</sup> Place: \$2,500 2 <sup>nd</sup> Place: \$1,500 3 <sup>rd</sup> Place: \$750

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**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)

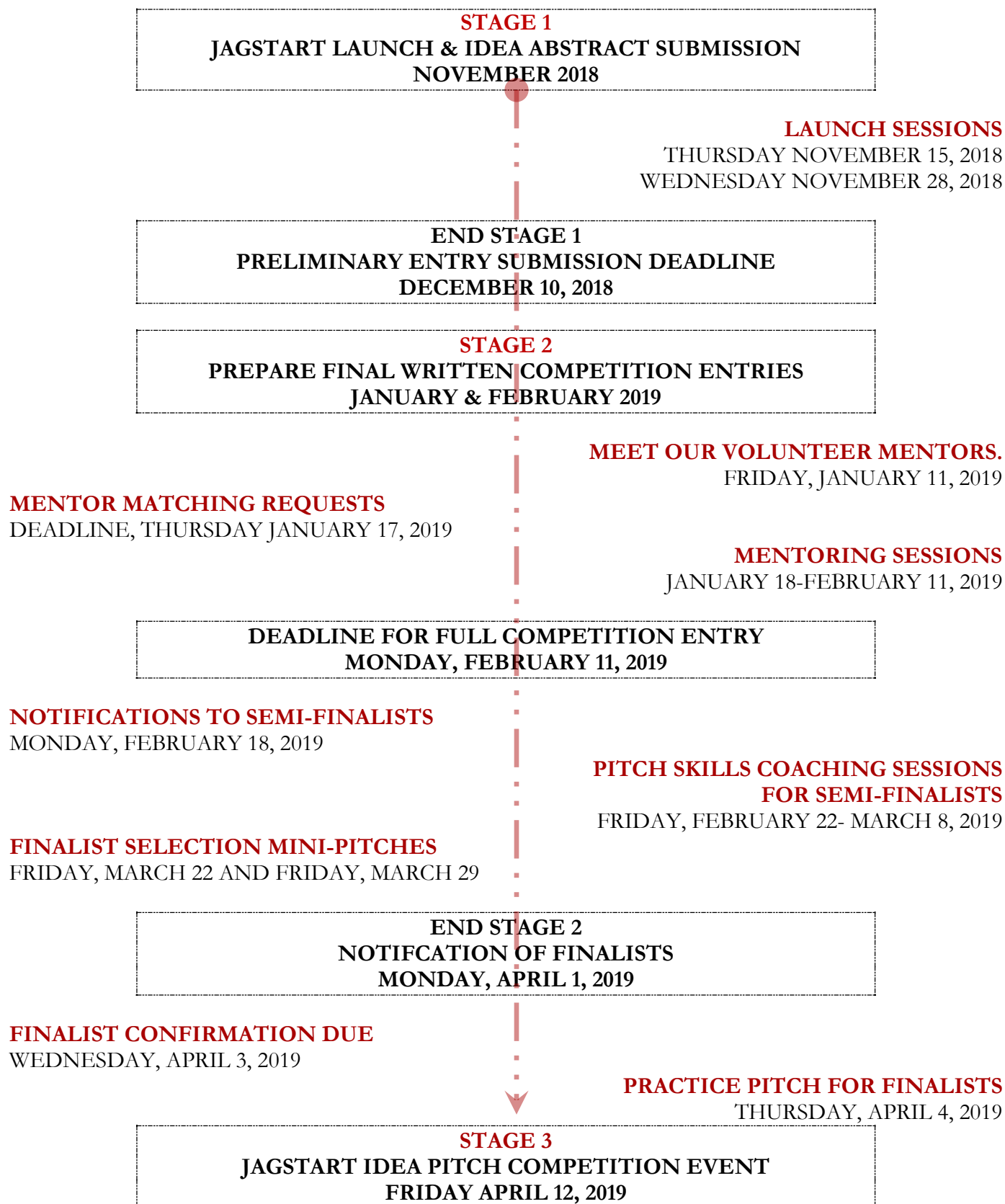
Please contact Karen White, [kfwhite@iupui.edu](mailto:kfwhite@iupui.edu) for more information or with questions on any information contained in this document.



**APPENDIX**

1. Overview of Competition Timeline
2. Stage 1 Entry: Idea Abstract Submission Template
3. Photo, Video, and Audio Consent and Release Form
4. Finalist Participation Release
5. JagStart Entry Waiver and Consent Letter
6. Written Concept Review Rubric (Semi-Finalist and Finalist Selection)
7. Mini-Pitch Presentation Scoring Rubric
8. Pitch Event Scoring Rubric (Scoring For Judges Award of Prizes)

Overview of Competition Timeline



Stage 1 Entry: Idea Abstract Submission Template (3 pages)



**DOWNLOAD FROM APPLICATION SITE HERE**



**IUPUI**

OFFICE OF THE VICE CHANCELLOR FOR RESEARCH



**[ENTRY TITLE OR TEAM/VENTURE NAME]**



**PROBLEM STATEMENT**

**What problem are you addressing? Who has this problem? How important is it to solve it?**

**PRIOR WORK OR SOLUTIONS**

**How have/are people attempting to solve or mitigate the problem?**



**IUPUI**

OFFICE OF THE VICE CHANCELLOR FOR RESEARCH



**YOUR INNOVATIVE SOLUTION/IDEA**

What is your idea for addressing the problem? Highlight the key aspect(s) that makes your idea innovative or creative

**Additional Team Member Listing (other than individual listed on cover page)**

<b>FirstName</b>	<b>LastName</b>	<b>School</b>	<b>Department/Major</b>
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**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

\_\_\_\_\_  
e

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

## Finalist Participation Release

Title of Idea: «Final\_Title»

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Team Leader: «Name» «Last»

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

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Participant (Print name):

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Student ID:

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Email Address: «IUPUI\_Email»

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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.

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Signature

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Date



**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 2019 JagStart Idea 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: \_\_\_\_\_

## Written Concept Review Rubric (Semi Finalist and Finalist Selection)

Thank you for your participation in review of the JagStart Idea Pitch Competition entries. Students were asked to provide a 5-6 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.

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### 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?

**Unnecessary/No Need    1       2       3       4       5    High/Urgent Need**

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

**Derivative Idea/Concept   1       2       3       4       5    Unique/Creative Idea**

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### 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?

**Low Impact/Growth    1       2       3       4       5    High Impact/Growth**

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

**Low Sustainability   1       2       3       4       5    High Sustainability**

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### IMPLEMENTATION (How the Idea Will Happen)

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

**Low Feasibility/Unrealistic   1       2       3       4       5    High Feasibility/Realistic**

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

**Low recognition of challenges   1       2       3       4       5    Challenges/gaps addressed**

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**OVERALL RANKING**—how would you rate both the originality/creativity of the idea, and 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**

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## Mini-Pitch Session Scoring

Please evaluate each presenter today using the following rubric. 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, but focus should be on how well the presenter conforms to elements essential to a good presentation.

<b>Points</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Opening/Hook</b> (Introduction properly handled, team introduced, appropriate “hook” utilized)	Good introduction of self/team, effectively grabbed the attention of the audience at the beginning.	Good introduction of self/team, made attempt to attract attention of the audience.	Introductions not handled well/failed to attract attention at the beginning.
<b>Performance</b> (Appearance, confidence, posture, speaks clearly)	Speech looks properly rehearsed and they maintain eye contact with the audience.	Speech looks somewhat rehearsed (or over rehearsed) and maintains some eye contact.	Speech does not look rehearsed and makes no eye contact.
<b>Content Presentation</b> (clear, concise, understandable)	Clearly explains what their idea and how they add value to solving a problem. Pitch is well organized and easy to follow.	Somewhat describes their idea and the potential value. May use a bit too much jargon, or need to reorganize their pitch.	Does not describe their idea well, or how they are creating value. Pitch too disorganized to follow, or includes too much technical information/jargon.
<b>Innovation</b> (states their goals, captures attention, persuasive, realistic)	Describes why they are unique and different.	Somewhat describes why they are unique and different.	Does not describe why they are unique and different.
<b>Timing</b> (appropriate time length while conveying necessary information)	Within time limit or under time limit but presents idea well.	Goes <10 seconds over time, or under time limit, and does not adequately present idea.	Goes 10 seconds or more over time limit, fails to convey key information during the pitch.

**Pitch Event Scoring Rubric**

(Scoring for award of prizes)

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

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