

# VT KnowledgeWorks Global Student Entrepreneurship Challenge

## Presentation Guidelines

This competition is open to full-time university students and very recent graduates who received their degrees within 12 months immediately prior to the Global Partnership Event that takes place annually in August. (For instance, graduates as of September 2016 are eligible for the 2017 August Challenge.) The team must have an average age of 27 years or less to participate and receive prizes. Participants may elect to work in teams of up to five members. Teams that have competed in this event in the past may not enter again unless they are presenting a new business concept.

Eligibility for the finals is based on winning a significant student business concept competition in the team's home region. An example of a business concept competition model can be viewed at <http://www.vtknowledgeworks.com/gecsemifinals/2017/rules>.

Each regional institution desiring to send a winning student team to the Challenge must complete the registration steps at <http://vtkwglobal.com/2017/participant>.

Presentations at the Global Student Entrepreneurship Challenge must be made in English.

A business concept is an attractive and well-researched market opportunity for which the team has devised a powerful and innovative response, including a viable financial business model. The prize is focused on supporting educational entrepreneurship at an early stage of development. Therefore, applicants are encouraged and expected to have a working prototype, but they must not have received beyond \$100,000 in investments from private investors and/or government agency funding beyond research grants, nor offered product(s) for sale except in market survey mode, before March 1, 2017.

Proposed products/services that support a sustainable environment or specifically address needs of underdeveloped countries are encouraged, but no special credit will be assigned to such business concepts.

The judging criteria for the presentation are:

1. Identification of a compelling customer need not being met by existing products/services
2. Quantifying the size of the (initial) target market (in terms of number of customers, dollar size and/or annual revenues) for the proposed product/service meeting this need and the risks associated with entering the chosen market segment; historic and expected growth rates for the market should also be provided along with the appropriate sources for all data
3. Explanation of the sustainable competitive advantage that the proposed product/service will have in the marketplace; this may also include an explanation of the basic technology associated with the product/service
  - a. A table comparing the attributes of the proposed product/service to competitors is expected as part of the presentation
  - b. If appropriate, an intellectual property assessment is also expected
4. Financial information
  - a. Projected business revenues for at least 3 years (5 is preferable) based on product or service sales, not philanthropic or grant funding
  - b. Expected gross margin, as a percent of revenues
  - c. Funding required to launch the business
5. Proposed market capture plan
  - a. Product development and market entry milestone chart; include any regulatory requirements
  - b. Plan for capturing the first customer
  - c. Continuing growth

6. Proposed business model: this may be presented in graphical form (see example below)
  - a. How the proposed product/service will be created/manufactured
  - b. Identify the customer of the business (who pays)
  - c. The marketing channels to be employed to reach the end user/customer
  - d. The resulting required business alliances
7. Core competencies required by the business
8. Of course, the professionalism of the presentation will also be part of the criteria.

Global Student Entrepreneurship Challenge Judging Criteria – Presentation		Max Score
Clear Description of Customer Need Being Met and that Customers are Willing to Pay for Product or Service		15
Target Market Size Quantification (number of customers, annual dollar size) and Risks Associated with Chosen Market		15
Competitive Advantage in Marketplace (include table comparing with competitors and venture’s IP position)		15
Financial Information: projected revenues and financial viability of the business based on product or service sales, not philanthropic or grant funding; projected gross margin (% of sales); projected operating income; projected funding required		15
Market Capture Plan (milestone chart, market entry, first customer capture, and market growth projections)		10
Proposed Business Model (marketing channels and alliance partnerships)		10
Required Core Competencies		10
Professionalism of Presentation		10
<b>Total</b>		<b>100</b>

### *Example of Graphical Form for Business Model*

