Big Bang! 2016/17 Events  
Workshops + Competition

October 2016

Big Bang! Kickoff ................................................................. Tuesday, October 25, 6-9 p.m.
UC Davis, Buehler Alumni Center, Alpha Gamma Rho Hall

Join us for the Big Bang! kickoff. This is the first formal Big Bang! networking event of the year, providing you the opportunity to meet with other members of the Big Bang! community and to begin to share ideas and formulate teams.

November 2016

How to Pitch & Contestant Mixer ........................................... Thursday, November 3, 6-8 p.m.
UC Davis, Gallagher Hall Grand Foyer

The Pitch and Contestant mixer is an opportunity for people either with an idea or wanting to work on an idea to meet and mingle. A brief presentation on crafting your elevator pitch is followed by a facilitated opportunity to find team members or find a team in a format that is fun and engaging.

Making the Leap: Moving from Idea to Business.................... Thursday, November 10, 6-8 p.m.
UC Davis, Room 2310, Gallagher Hall

Moving your potential business idea from concept to reality requires planning, cheap tools and a strong network. Develop a foundation for thinking about how to move your idea forward and the tools to do so effectively.

Defining the Problem and Solution...................................... Thursday, November 16, 6-8 p.m.
UC Davis, Room 2310, Gallagher Hall

A key element in developing a viable business is clearly articulating the problem you are solving and your proposed solution. In this workshop, develop your initial key elements to define your business: the problem, solution, and elevator pitch.

December 2016

COMPETITION DEADLINE: Early Team Registration ............... December 1, 2016 by 11:59 p.m.

Write to Win: Developing Your Executive Summary ............... Thursday, December 1, 6-8 p.m.
UC Davis, Room 2310, Gallagher Hall

A key element in developing a viable business is clearly articulating the problem you are solving and your proposed solution. In this workshop, develop your initial key elements to define your business – the problem, solution, and elevator pitch – and craft these elements into a concise and well-written executive summary.
January 2017

Poster Competition & Contestant Mixer ................................. Wednesday, January 11, 5-6 p.m.
UC Davis, Gallagher Hall Executive Board Room

Display a poster of your business idea for a chance to win up to $500 in early prize money and receive valuable feedback. Looking for a team to join? Looking for team members? Explore your options over drinks and appetizers as you peruse the posters on display. Plan to attend the Defining Your Customer and the Market Workshop immediately following.

Defining Your Customer and the Market ................................. Wednesday, January 11, 6-8 p.m.
UC Davis, Room 1213, Gallagher Hall

Learn to refine the value proposition for your venture, evaluate whether there is a given market for your product, service, or business solution, and identify your market segment and customers.

Defining and Validating Your Business Model .......................... Thursday, January 19, 6-8 p.m.
UC Davis, Room 1213, Gallagher Hall

A new venture’s business model defines how the new venture brings together the technology, market, and business opportunities available to it, as well as how the business plans to make money. This workshop covers basic business models and provides hands-on instruction on how to evaluate the best model for your business.

COMPETITION DEADLINE: Early Round 1 Deadline (Optional) ........ January 23 by 11:59 p.m.
• Early submissions will receive feedback on Executive Summary prior to February 23 Revised Executive Summary deadline.

February 2017

Idea to Reality: Business Boot Camp ............................ Thursday, February 2, 4-8 p.m.
UC Davis, Grand Foyer, Gallagher Hall

Where have you been these last couple months?! Attend the boot camp to get caught up on the inside scoop of making the leap from idea to business, validating a problem and solution, and identifying a market and customer.

Leave the workshop with a tool set and clear perspective on how to build an effective, appropriate and viable plan and strategy to business. This is both a stand-alone boot camp for those who missed earlier workshops as well as a refresher for anyone who wants to revisit the workshops offered earlier in the year.

Winter Mixer & Live Business Pitch ........................ Thursday, February 16, 6-8 p.m.
UC Davis, Gallagher Hall Grand Foyer

Let past Big Bang! winners show you how it is done. Two early-stage companies (past participants in the Big Bang! Business Competition) will present their start-up pitches to a panel of business and investment community members. The judges will provide the companies with feedback. This is a great opportunity for participants to watch a live pitch presentation and hear the types of questions and feedback investors ask at a pitch.

Developing Your Start-up Slide Deck .......................... Wednesday, February 22, 6-8 p.m.
UC Davis, UC Davis, Room 1213, Gallagher Hall
Learn how to communicate your idea to others effectively using a slide deck. The pitch presentation can be used when pitching your company idea to potential team members, investors and stakeholders. The workshop will teach participants how to effectively develop their concept deck and business pitch slide deck.

**COMPETITION DEADLINE:** Round 1 Submissions ........................................ February 23 by 11:59 p.m.  
- Final Team Registration, Executive Summary + Team Bios Due  
- Revised Executive Summary Due (for teams who submitted by the January 23 early deadline and received/incorporated feedback).

### March 2017

**Market Research at Its Best: Making the Customer Call** ................. Thursday, March 9, 6-8 p.m.  
*UC Davis, Room 1213, Gallagher Hall*

Understanding the needs of your customer is one of the most important first steps in any new venture. Information gathered in this session will assist the participants in developing questions to ask a potential customer, in order to better validate their market, competitors and customers. Participants will be able to observe a real-time customer call in action.

**Pitching like a Pro: Presentation Skills Workshop** ....................... Wednesday, March 15, 6-8 p.m.  
*UC Davis, UC Davis, Room 1213, Gallagher Hall*

Come learn how to pitch your idea in a more compelling way. Whether starting a business, building a nonprofit, or presenting a new idea to your boss, this workshop will provide you with a set of tools to effectively pitch like a pro.

### April 2017

**COMPETITION DEADLINE:** Round 2 Submissions ............................... Tuesday, April 11 by 11:59 p.m.  
- Customer Call Summary (20 interviews – maximum 5 pages)  
- Two-Minute Video Pitch  
- Draft Pitch Deck (5-10 slides)

**Show Me the Money: Seeking Funding & Presenting Financials** ........... Thursday, April 6, 6-8 p.m.  
*UC Davis, Room 1302, Gallagher Hall*


What do potential investors want to see? Learn to forecast and present your financials in a way that effectively demonstrates your understanding of the market and the value of your venture.

**Intellectual Property Workshop** ............................................................ Thursday, April 19, 6-8 p.m.  
*UC Davis, 2102 Gallagher Hall*

Intellectual Property (IP) may be the first tangible asset you have to give value to a new venture. Whether you plan to develop a business around your research or license your technology, you will need to decide how and when to protect your intellectual property.
May 2017

**COMPETITION EVENT: Dry Run Presentations (optional; top 15 only)........... Thursday, May 9, 2016**

**COMPETITION DEADLINE: Round 3 Submissions...........................................Wednesday, May 17, 2016**

- Customer Call Summary (10 interviews – maximum 3 pgs.)
- Final Pitch Deck (~10 slides)

**COMPETITION EVENT: Final Presentations + Judging .........................................Thursday, May 19, 2016**

**Food + Ag Innovation Pitch + Poster Competition .........................Thursday, May 25, 2:30-4:30 p.m.**

*Walter A. Buehler Alumni Center, Alpha Gamma Rho Hall*

Join us—as either a participant or attendee—to preview the latest in food and ag innovations at this pitch and poster competition. Do you have an innovation in the area of plant science, genomics and/or agriculture crop production? Present a poster and 90-second pitch to our panel of independent judges for a chance to win prize money!

**Big Bang! Final Presentations and Awards Ceremony ...................... Thursday, May 25, 5-8 p.m.**

*UC Davis, Buehler Alumni Center, Alpha Gamma Rho Hall*

*Networking Mixer, 5-6 p.m. | Program, 6-8 p.m.*

The top five Big Bang! finalists will present their presentations at the final awards ceremony. The 1st and 2nd place and sponsored award winners will be announced. Audience members will vote for People’s Choice Award winner.