



Food + Ag Innovation Pitch + Poster Competition

Sponsored by Gowan Co. and AGR Partners | May 25, 2017 - 2:30-4:30 p.m. | UC Davis Alumni Center

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!

\$1,000 First Prize - \$600 Second Prize - \$400 Third Prize

Submission / Participation Guidelines

Sign up to participate at <http://bit.ly/2ouL41M>

Poster information should be presented on a 36" by 48" (portrait or landscape) format including but not limited to information as follows:

- **Business Name / Overview / Team**
Describe the business in 1-2 sentences.
Use a logo, pictures and graphics wherever possible.
List key team members, including affiliation and education if relevant
- **Who /Where** (target market)
Who are the primary consumers of the product?
Who is the user, and who is the buyer (i.e., decision maker)? What is your target market?
Describe the buyer of your product/service. How will you reach them?
- **What** (benefits)
How will your business idea help solve the problem?
How does it address the specific need?
- **When** (return on investment)
How will you make money?
What will it cost to make? What will the price be?
How long will it take to recoup your investment?
- **Why** (problem solved)
What problem will your business address?
Is this currently an unmet need in the market?
- **How** (differentiation)
Is there someone already doing the same thing?
If so, how is your solution better or different.

During open session, contestants will pitch their idea and poster to attendees rotating every 3 minutes in a "poster speed-dating" format. After these rotations, teams give their refined 90-second pitch to judges in front of the audience. Winners are announced at the Big Bang! Final Presentations + Awards Ceremony later that evening.

Rules & Regulations

- Entrants must adhere to all submission deadlines and guidelines. We accept no late submissions.
- Ideas submitted as part of a teams' new business venture must represent the original work of the team members.
- Only one submission of a new business venture per team is permitted, and each submission should consist of a 90-second pitch and a 36" x 48" poster. **Posters must be mounted.**
- Individuals may be a member of only one team. Teams may be as small as 1 person; there is no maximum size. Typical team size is between 2 and 5 members.

- The university reserves the right to disqualify, in its sole and absolute discretion, any team from the competition at any time for any reason. Reasons for disqualification may include but are not limited to: plagiarism and any other form of academic dishonesty, misappropriation or infringement of the intellectual property of others, and/or any failure to comply with these rules and regulations. Disqualified teams shall forfeit any and all prizes awarded to them.
- Prize money will be awarded to a designated team member and not the business entity. Team is responsible for dividing prize money among team members. It is not mandatory for the award money to seed the startup of the winning idea. Prize money will be awarded to UC Davis students through central campus after any outstanding financial obligations are satisfied.
- Past prize winners may compete in the current competition only if they form a new business idea.
- Teams may not compete if the new venture has already received funding from any outside sources (i.e. angel investors, venture capital, money from other competitions, etc.) totaling more \$50,000 by the start of the Winter Quarter 2017. Investors and dates of funding must be disclosed at the time of entry.

Judging Criteria

Judges will score your poster and oral presentation on the following factors using a seven-point scale:

1. *Poster Quality*
Clarity of message, attractiveness, professionally prepared.
Does the poster generate interest in the concept without verbal explanation?
2. *Presentation Quality*
Is the team/poster informing or persuading?
Were they convincing, knowledgeable, in command of the situation and on top of the information?
Have they presented enough information and explanation to justify their ideas?
3. *Professional Presence*
Did they conduct themselves in a professional manner?
4. *Judges Impressions*
Why should a judge (potential business investor) care about this proposal?
Did the poster and presentation convey enough important insights into the business proposition that a potential investor would want to see more and/or ask the team to come back to present a complete business plan?
5. *Intangible or WOW factor*
Did the team and poster leave a lasting impression?
6. *Overall*

Questions

Contact Big Bang! program coordinator Karen Harding-Davis at kaharding@ucdavis.edu.