



2017/18 Big Bang! Business Competition Guidelines, Deliverables, and Judging Criteria

Part I: Official Rules

GENERAL RULES AND ELIGIBILITY

(Note: Assuming all team deliverables have been verified and meet the below criteria.)

1. To qualify for the competition, a proposed venture/team must:
 - Be scalable long term. This criterion will mean different things for each business. Scalability will take into account the potential for growth of the business and potential impact.
 - In early stages and/or even proof-of-concept, however, existing business must have not obtained \$250,000 or more in equity funding, grants, other business competitions, or sales prior to the registration date (University research grants and debt do not qualify as equity funding).
2. Previous Big Bang! teams are eligible to re-enter the competition under the following conditions:
 - The previous Big Bang! team competed in the year immediately prior (2016-17 for the 2017-18 competition).
 - The previous Big Bang! team did not win 1st, 2nd, People's Choice and/or a sponsored category award.
 - The previous Big Bang! team did not advance to the Finals.
 - A proposed venture can't re-enter the competition more than twice.
3. If the proposed venture advances to the final round of judging, the UC Davis affiliation on the team must be one of the presenters. Teams are strongly encouraged to include seasoned entrepreneurs and professionals with relevant skills and experience. Teams must be willing to prove affiliation as per requested.
4. The proposed venture cannot have been in operation for more than 3 years (i.e., cannot not have been incorporated for more than 3 years per the date of business plan submission).
5. The proposed venture may not be a wholly owned subsidiary of an existing entity (either a for-profit or non-profit entity).

Part II: Competition Deliverables + Timeline

The competition framework reflects current best practices in entrepreneurship and entrepreneurial training. Our new schedule of deliverables emphasizes stakeholder discovery, business model innovation, and proactive business development.

DELIVERABLES

- Executive Summary (maximum 2 pages)
- Team Member Biographies (maximum 1 page per team member)
- Customer Calls Summary (20 interviews summarized into maximum 5 pages for Round 2; 10 interviews summarized into maximum 3 pages for Round 3)
- Two-Minute Video Pitch (no longer than 2 minutes)
- Draft Pitch Deck (5-10 Slides + 5 optional appendix)
- Revised Pitch Deck (~10 slides + 5 optional appendix)

Each of the competition's 3 rounds asks teams to build on past learnings and focus on distinct emphasis areas. Templates will be made available for each of these deliverables. See below for more detail.

**2017/18 Big Bang! Business Competition
Guidelines, Deliverables, and Judging Criteria**

	Round 1: Preliminaries	Round 2: Semi-Finals	Round 3: Finals
Details	Teams submit initial information about their business idea and biographies of team members. Round 1 entrants are evaluated by internal judges for review, and external judges for elimination.	A select number of teams will be chosen to move forward to Round 2. Judges will focus on customer discovery, video pitch, and draft pitch deck to understand the business venture. Round 2 teams are evaluated by external judges for elimination.	The top fifteen teams from Round 2 have the opportunity to practice pitching in front of external judges in an optional Dry Run event. The top 15 teams compete in the closed-door final presentations, in addition to the award ceremony.
Deliverables	<ul style="list-style-type: none"> • Executive summary • Team biographies • Revised executive summary 	<ul style="list-style-type: none"> • Two-Minute Video Pitch • Draft Pitch Deck (5-10 slides + 5 optional appendix) • 20 Customer Calls (maximum 5-page summary) 	<ul style="list-style-type: none"> • 10 additional Customer Calls (maximum 3-page summary) • Revised Pitch Deck (~10 slides + 5 optional appendix)

COMPETITION TIMELINE

Registration

Early Team Registration..... December 6, 2017, by 11:59 p.m.
Final Team Registration February 21, 2018, by 11:59 p.m.

Round 1: Preliminaries

Optional Early Deadline: Executive Summary January 24, 2018 by 11:59 p.m.
Executive Summary Review + Feedback (by experts in our network)..... January 25-February 9, 2018
Feedback Returned for Early Deadline Submissions February 13, 2018
Round 1 Submission Deadline - Executive Summary + Team Member Bios..... February 21, 2018 by 11:59 p.m.
Judging of Revised Executive Summary (top 75% of teams advance) February 23-March 15, 2018
Notification sent to teams advancing to Round 2 March 19, 2018

Round 2: Semi-Finals

Round 2 Submission Deadline April 18, 2018 by 11:59 p.m.

- 20 Customer Call Summary Due (maximum 5 pages)
- Two-Minute Video Pitch (uploaded to YouTube; YouTube link indicated in YouNoodle)
- Draft Pitch Deck (5-10 slides + 5 optional appendix slides)

Judging (top 15 teams advance) April 19-May 1, 2018
Notification sent to teams advancing to Round 3 May 2, 2018

Round 3: Finals

Dry Run Presentations (optional)..... May 9, 2018
Round 3 Submission Deadline May 16, 2018 by 11:59 p.m.

- Final Pitch Deck (~10 slides + 5 optional appendix slides)
- Additional 10 Customer Call Summary Due (maximum 3 pages)

Final Presentations* + Judging May 18, 2018
Notification sent to top 5 teams presenting at awards ceremony May 18, 2018
Big Bang! Final Presentations + Awards Ceremony May 24, 2018

Part III: Judging Criteria

Big Bang! awards ventures that show the most integrated strategy for success and proactive steps towards successful implementation, in addition to market opportunity. Big Bang! judging criteria stem from foundational beliefs regarding determinants of success in two key areas:

- **Business Potential:** Winning ventures link a clearly defined problem with a compelling economic opportunity. Ventures should be designed to fit a specific market and should reflect a deep understanding of a core customer and other key stakeholders. In addition to generating impact, ventures should be financially feasible, fundable, and scalable.
- **Likelihood of Success:** Winning ventures are made possible by winning teams, and ideas are only as good as their execution. A venture's business and impact potential depend on the team that stands behind it, and that team's ability to carry it forward.
- **BONUS: Sponsored Category Awards:** This year we will have multiple sponsored category awards.

We ask judges to consider each section equally, focusing on how key details in each area are communicated via the entirety of a venture's deliverables.

Business Potential (50% of score)

- **Opportunity**
 - Venture addresses a clearly defined problem
 - Venture operates in a market with a compelling economic opportunity
 - Venture is designed for a well-defined customer and reflects a deep understanding of other key stakeholders (beneficiaries, partners, employees, investors)
- **Solution**
 - Venture offers a clear value proposition(s) to its customer
 - Venture has sustainable, defensible sources of competitive advantage
 - Product or service is innovative and fits the target market
 - Product or service has a clear value chain and roadmap
- **Financial sustainability**
 - Financial projections are based on clear and reasonable assumptions
 - Venture has strong revenue model that shows clear understanding of key cost drivers, revenue streams
 - Venture has attractive unit economics and margins

Likelihood of Success (50% of score)

- **Implementation**
 - Clearly defined vision and growth objectives
 - Plan includes a coherent and convincing go-to-market strategy
 - Team has a clear execution plan and is prepared to address potential risks
- **Team**
 - Venture's core values and legal form support its vision and desired outcomes
- **Quality of management team**
 - Team members are passionate, committed, and resourceful
 - Relevant and diverse domain and industry experience, business track record, education, access to resources, strong relationship with advisors
 - Professional, persuasive and organized presentation

**2017/18 Big Bang! Business Competition
Guidelines, Deliverables, and Judging Criteria**

BONUS: Sponsored Category Prizes (33% of score)*

- When judging for a sponsored category prize, each of the above sections will drop to 33% of the total score, and the specific criteria set by the sponsored category prize will be considered as well.

A big thanks and note goes out to the [Global Social Venture Competition](#), which inspired much of the language and formatting of the updated Big Bang! Business Competition.