



Big Bang! Food and Ag Pitch + Poster Competition

Thursday, May 24, 2018 • 2:30 - 4:30pm • UC Davis Alumni Center, AGR Room

First Place \$2,500 - Second Place \$1,500 - People's Choice Award \$1,000

The Big Bang! Pitch & Poster Competition is **open to anyone with food and ag innovations** and designed to help contestants define their business idea and communicate it concisely using a poster.

This is an entry-level competition; no prior business experience is necessary. Entrants are encouraged to watch Big Bang! workshops (<http://bit.ly/2017-18BBvideos>) and attend office hours to support team progress on their business ideas.

Registration + Submission Guidelines

All participants must register and submit materials **no later than Monday, May 21 at 5:00 p.m.** To register:

- 1) Indicate your intent to present a poster, your team name and list *all team members* where indicated in Eventbrite registration form at:
<https://www.eventbrite.com/e/2018-big-bang-and-little-bang-pitch-poster-competitions-tickets-45357341028>

- 2) Email a high-resolution PDF of poster and PDF of customer call summary document to:
May_201.w4t875zclrq8bfpx@u.box.com

Use this file format: **TeamName_First name_Last name_Phone number_Email address_ITEM**
e.g., Changemakers_Jane_Smith_5305551212_jzsmith@ucdavis.edu_POSTER
e.g., Changemakers_Jane_Smith_5305551212_jzsmith@ucdavis.edu_CALLS

During open session, participants will stand next to their poster and practice their pitch in front of attendees. These interactions provide valuable feedback for future development of their pitch, poster and idea. Once open session concludes, participants will present their pitch in front of the group.

Market Research for Your Poster

- 1) The first step in developing the poster is to define the problem you're solving (along with your solution).
- 2) Test whether you are working on the right problem by making five customer calls. Refer to *Customer Call Guidelines* and summary template.
- 3) Craft or refine the problem and solution based on what you learn from your customer calls. Be sure that your poster reflects the findings of these conversations.

Preparing Your Poster

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

- **Business Idea / Overview:** Describe the business in 1-2 sentences. Use a logo, pictures and graphics wherever possible. Describe what you're doing, who it's for, and how you're special.
- **What (problem and solution):** What is the problem you are solving? How will your business idea help solve this problem? What did you learn from the five people you interviewed?

- **Who /Where (target market):** Who are the primary users of the product? Who is the customer (i.e., the decision maker)? What is your target market? Describe the buyer of your product/service.
- **How (differentiation):** Is there someone already doing the same thing? If so, how is your solution better or different? How will your idea make money (i.e., demonstrate thinking on what it costs to deliver your solution, who will pay for it, and what they would pay)?

Rules & Regulations

- Entrants must adhere to all submission deadlines and guidelines.
- 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. Each submission should consist of a 90-second pitch, customer call summary document, and a 36" x 48" poster.
- Individuals may be a member of only one team. Teams may be as small as one person; there is no maximum number of team members. Typical team size is between one and four 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 start-up.
- 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 Fall Quarter 2017. Investors and dates of funding must be disclosed at the time of entry.

Judging Criteria

Judges will be a mix of successful entrepreneurs, alumni, venture capitalists, angel investors or professional service providers working within the university or business community. Judges will score your poster 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?
Did the poster adhere to submission guidelines?
2. *Presentation Quality*
Is the team/poster informing or persuading? Were the presenters convincing, knowledgeable, in command of the situation and on top of the information?
Have they presented enough information and explanation to effectively convey their ideas?
Was Customer Call Summary submitted? Is financial thinking evident?
3. *Professional Presence*
Did the contestant conduct themselves in a professional manner?
4. *Judges' Impressions*
Why should a judge (potential business investor) care about this proposal?
5. *Intangible or WOW factor*
Did the contestant(s) and poster leave a lasting impression?
6. *Overall*

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