



2015/16 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).
 - Contain at least one UC Davis or approved affiliation. This includes status as a UC Davis alumnus, current student (undergraduate, graduate, and professional schools i.e. MBA, Medical, Law, etc.), faculty, or staff member (regardless of percentage), alumnus of the UC Davis Child Family Institute Entrepreneurship Academies, qualifying teams from the Sacramento Entrepreneurship Academy and finalists from the Sacramento State University Global Entrepreneurship Week Pitch Competition (regardless of an active UCD affiliate on their team). Terminated or non-current UCD staff members are not considered active.
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 (2015 for the 2016 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

For the 2015-2016 Big Bang! competition, we have modified the competition framework to reflect 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 (2 pages)
- Customer Calls Summary (20 interviews summarized into maximum 5 pages for Round 2; 10 interviews summarized into maximum 3 pages for Round 3)
- Team Member Biographies (1 page)
- Two-Minute Video Pitch (no longer than 2 minutes)
- Concept Deck (5-10 Slides + 5 optional appendix)
- Revised Concept Deck (~10 slides + 5 optional appendix)

Each of the competition’s three 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.

	Round 1: Executive Summary	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 concept 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 • Concept Deck (5-10 slides) • 20 Customer Calls (maximum 5-page summary) 	<ul style="list-style-type: none"> • 10 additional Customer Calls (maximum 3-page summary) • Revised Concept Deck (~10 slides)

COMPETITION TIMELINE

Registration

Early Team Registration November 20, 2015, by 11:59 p.m.
Final Team Registration January 15, 2015, by 11:59 p.m.

Round 1: Executive Summary

Executive Summary + Team Biographies Due January 15, 2016 by 11:59 p.m.
Executive Summary Review + Feedback (by MBA students) January 18-29, 2016
Executive Summary Feedback Returned to Participants February 1, 2016
Revised Executive Summary Due February 12, 2016 by 11:59 p.m.
Judging of Revised Executive Summary (top 75% of teams advance) February 13-March 2, 2016
Notification sent to teams advancing to Round 2 March 4, 2016

Round 2: Semi-Finals

20 Customer Call Summary Due (maximum 5 pages) April 1, 2015 by 11:59 p.m.
Two-Minute Video Pitch April 1, 2015 by 11:59 p.m.
Concept Deck (5-10 slides) April 1, 2015 by 11:59 p.m.
Judging (top 15 teams advance) April 2-15, 2016
Notification sent to teams advancing to Round 3 April 18, 2016

Round 3: Finals

Dry Run Presentations (optional) May 5, 2016
Additional 10 Customer Call Summary Due (maximum 3 pages) May 5, 2016
Final Presentations* + Judging May 20, 2016
Notification sent to top 5 teams presenting at awards ceremony May 23, 2016
Big Bang! Final Presentations + Awards Ceremony May 26, 2016

*Materials will be delivered to Judges on May 6, 2016 for review

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

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.