



2019/20 UC Davis 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/idea must:
 - Be scalable long term. This criterion will mean something different for each business. Scalability takes into account the business' potential for growth and impact.
 - In early stages and/or even proof-of-concept, existing business must have not obtained \$250,000 or more in equity funding, grants, other business competitions or sales prior to the Big Bang! registration date. *Note: university research grants and debt do not qualify as equity funding.*
2. A team may enter the competition twice with the same venture/idea under the following conditions:
 - Participation is in two consecutive years.
 - The venture/idea did not win 1st, People's Choice and/or a sponsored category award in the first year.
3. The proposed venture/idea may not be a wholly owned subsidiary of an existing for-profit or nonprofit entity.
4. *All semifinalist teams must attend the final judging and final awards ceremony in person at UC Davis.*

Part II: Competition Deliverables + Timeline

The competition framework reflects current best practices in entrepreneurship and entrepreneurship training. Our 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)
- 2-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)

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Each of the competition’s three rounds asks teams to build on past learning and focus on distinct emphasis areas. We provide templates for each deliverable.

	Round 1: Executive Summary/Team	Round 2: Semi-Finals	Round 3: Finals
Details	Teams submit initial information about their business idea and biographies of team members. External judges for elimination.	The Top 50 teams will advance to Round 2. Judges 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 15 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 attending the award ceremony.
Deliverables	<ul style="list-style-type: none"> • Executive summary • Team biographies 	<ul style="list-style-type: none"> • 2-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 Deadline.....December 11, 2019 by 11:59 p.m.
Final Team Registration DeadlineFebruary 21, 2020, by 11:59 p.m.

Round 1: Executive Summary / Team Biographies

Optional Early Deadline: Executive Summary + Team Member BiosJanuary 24, 2020 by 11:59 p.m.
Executive Summary Review + Feedback (by experts in our network)..... January 24-February 7, 2020
Feedback Returned for Early Deadline Submissions..... February 12, 2020
Round 1 Submission Deadline - Executive Summary + Team Member Bios..February 21, 2020 by 11:59 p.m.
Judging of Revised Executive Summary (top 50 teams advance)February 24–March 8, 2020
Notification sent to top 50 teams advancing to Round 2March 11, 2020

Round 2: Semi-Finals

Round 2 Submission Deadline.....April 3, 2020 by 11:59 p.m.

- 20 customer call summary due (maximum 5 pages)
- 2-minute video pitch (uploaded to YouTube; YouTube link indicated in YouNoodle)
- Draft pitch deck (8–10 slides + 5 optional appendix slides)

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Judging (top 15 teams advance) April 4–20, 2020
Notification sent to teams advancing to Round 3 April 24, 2020

Round 3: Finals

Dry run presentations (optional)..... May 1, 2020, 4–8 p.m.
Round 3 submission deadline May 13, 2020 by noon

- Final pitch deck + additional 10 customer call summary due (maximum 3-page summary)

Final presentations* + judging..... May 15, 2020
Notification sent to top 5 teams that will present at awards ceremony..... May 15, 2020
Big Bang! Final Presentations + Awards Ceremony May 20, 2020

Part III: Judging Criteria

The Big Bang! awards ventures that show the most integrated strategy for success and proactive steps toward 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 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:** The Big Bang! has multiple sponsored category awards.

Judges 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.