Pitch & Poster Competition

January 24, 2018 • 6-9 p.m. • Gallagher Hall, Grand Foyer

First Place $1,000 Microgrant & People’s Choice Award $1,000

Take this early opportunity to test your idea and win early prize money. The Big Bang! Pitch & Poster Competition is open to non-UC Davis students (UC Davis students are encouraged to enter the Little Bang! Poster Competition) and designed to help contestants define their business idea and communicate it concisely through a variety of media. Entries will be judged by a panel of independent professionals involved in entrepreneurship. Judges will be a mix of successful entrepreneurs, alumni, venture capitalists, angel investors or professional service providers working in the university or business community.

Submission / Participation Guidelines

Registration deadline is January 22 by 5 p.m. https://www.eventbrite.com/e/big-bang-little-bang-poster-competitions-tickets-40913791251 Bring your poster on January 24 to UC Davis Gallagher Building Grand Foyer.

Poster information should be presented on a 36” by 48” (portrait or landscape) format, printed on paper, 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?
- 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 someone else 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 five minutes. Teams will give a 90-second final pitch to judges.

Rules & Regulations

- Entrants must adhere to all submission deadlines and guidelines and cannot be a UC Davis student. If you are a UC Davis student, you are eligible for the Little Bang! Poster Competition https://gsm.ucdavis.edu/littlebang
- 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.
- 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 startup.
- Teams may not compete if the new venture has already received funding from any outside sources (e.g., 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:

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 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?

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?
   - Did the poster and presentation convey enough important insights into the business proposition that the contestant(s) should be asked to come back to present at the next poster competition?

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.