Little Bang! Poster Competition Guidelines – Session 2

Thursday, January 23, 2020 • 6-8 p.m. • Gallagher Hall, Grand Foyer

Posters Submission Deadline for FREE PRINTING – Wednesday, January 15, 5 p.m.
Final Registration and Poster Submission Deadline – Friday, January 17, 5 p.m.

Up to Ten (10) $500 Microgrants Available

The Little Bang! Poster Competition is open to any currently enrolled student at the high school, undergraduate or graduate level and is designed to help them define their business idea and communicate it concisely using a poster. This is an entry-level competition; no prior business experience is necessary.

This poster competition is the second in a series of three poster competitions meant to support students on their entrepreneurial journey and is intended to promote business ideas. Session 2 asks participants to engage in market research and prepare and present a 90-second pitch alongside their poster. Prize money will increase as the series progresses. Entrants are encouraged to attend the following events for guidance and assistance in preparing their poster and pitch:

Thursday, December 5 | Gallagher Hall
- 5-6 p.m. Little Bang! Office Hours
- 6-8 p.m. Write to Win: Developing Your Executive Summary/Networking

Weekly Fall Quarter Office Hours (Winter Quarter TBD):
- Tuesdays 1:30-3 p.m. Gallagher Hall Room 2417
- Thursdays 1:30-3 p.m. Gallagher Hall, Room 2416

Market Research for Your Poster

1) The first step in developing your poster is to define the problem you’re solving (along with your solution).

2) Test whether you are working on the right problem by talking to at least five (5) different people about it (not your roommate and not your mom). For each assumption you make, you should be able to answer, “How do you know that?” by talking to other people. If you competed in Session 1, talk to at least five (5) additional people about your poster.

3) Craft a problem and solution based on what you learn from your interviews. List interviewees names/titles on your poster and quote them, if it helps.
Preparing Your Poster

Posters should be presented on 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? **Include the names/titles of those you interviewed on your poster.**

- **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?

- **What’s new:** If your team is a previous awardee be sure to show what is new, different, evolved from previous competitions. How are your ideas changing and developing as you move forward?

Participation and Submission Guidelines

**In Session 2, a 90-second pitch is required.** During speed rotation rounds, participants will stand next to their poster and practice their pitch in front of attendees. These interactions provide valuable feedback for future development of your pitch, poster and idea. Once speed rounds conclude, participants will present in front of the entire group including judges.

1) Register your team here: [https://forms.gle/JjCpufFYULneuGYU9](https://forms.gle/JjCpufFYULneuGYU9)

2) Email a high-resolution PDF of poster: [Little_v0vr9r44dkmmx56j@u.box.com](mailto:Little_v0vr9r44dkmmx56j@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

**Poster Submission Deadline for FREE PRINTING – Wednesday, January 15, 5 p.m.**

**Final Registration and Poster Submission Deadline – Friday, January 17, 5 p.m.**

**SUBMISSION FINE PRINT:** Posters submitted in the wrong format or with the incorrect filename will not be printed. If you submit your poster more than once, only the most recently submitted version will be printed. If we print your poster, you may pick it up when you check in for the event. If you choose to print your own poster, you must still register and submit your poster to the link above by the January 17, 5 p.m. deadline.

Rules & Regulations

- Entrants must adhere to all participation and submission guidelines and deadlines (see above).

- 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 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 is 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, prize money from other competitions, etc.) totaling more $5,000 by the start of the Fall Quarter 2019.

• Session 2 awardees agree to:
  1) Write a one-page (minimum 500-word) plan establishing milestones for developing their business idea and reflecting on lessons learned participating in Little Bang!

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:

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<tr>
<th></th>
<th>Content</th>
<th>Does the poster contain all the required elements and address the “Preparing your Poster” prompt above.</th>
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</thead>
<tbody>
<tr>
<td>2</td>
<td>Poster Quality</td>
<td>Clarity of message, attractiveness, professionally prepared. Does the poster generate interest in the concept without verbal explanation?</td>
</tr>
<tr>
<td>3</td>
<td>Presentation Quality</td>
<td>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? Did the contestant conduct themselves in a professional manner?</td>
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<td>4</td>
<td>Judges’ Impressions</td>
<td>Why should a judge (potential business investor) care about this proposal? Did the poster convey enough important insights into the business proposition that the contestant would be asked to come back to present at the next poster competition?</td>
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<td>5</td>
<td>Intangible or WOW Factor/Overall</td>
<td>Did the contestant and poster leave a lasting impression?</td>
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Questions
Contact Big Bang! program coordinator, Karen Harding-Davis at kaharding@ucdavis.edu.