



Little Bang! Poster Competition – Session 1

Thursday, December 7, 2017 • 6:00-8:00 p.m. • Gallagher Hall, Grand Foyer
Registration deadline: Monday, December 4, 5:00 p.m.

Up to Twenty (20) \$500 Microgrants Available

The Little Bang! Poster Competition is designed to help students define their business idea and communicate it concisely using a poster. **This is an entry-level competition, so no prior business experience is necessary.**

This poster competition is the first in a series of three poster competitions meant to support students on their entrepreneurial journey and is intended to promote business ideas where university intellectual property is not a primary driver. The other two poster competitions will take place in January (Session 2) and May (Session 3). Prize money will increase as the series progresses.

Entrants are encouraged to attend the *Starting Something that Matters* workshop and Little Bang! Information Session on November 1 from 6:00-8:00 pm.

Participation Guidelines

Participants must be currently enrolled UC Davis students at the undergraduate or graduate level. This competition is intended to promote business ideas where university intellectual property is not a primary driver. In Session 1, no verbal pitch is required. Participants will stand next to their poster to answer questions from judges and attendees. These interactions provide valuable feedback for future development of their poster and idea.

Interested participants must RSVP to register **no later than Monday, December 4 at 5:00 p.m.** at <http://tinyurl.com/LittleBang-Dec7>. Note that you will be entering a poster where indicated.

Posters submitted by November 30 at 12:00 p.m. will be printed free of charge. To submit your poster for printing, email a high-resolution PDF of your poster to Little_vjtlfpixd4eytog7@u.box.com with the filename formatted as: *first name_last name_your phone number_your email address* (e.g., Jane_Smith_5305551212_jzsmith@ucdavis.edu).

If you submit your poster more than once, only one copy – the most recent version – will be printed. You may pick up your poster from the Institute for Innovation and Entrepreneurship office at 2106 Gallagher Hall after Tuesday, December 5 at 12:00 p.m. Registered participants may choose to print their poster on their own and bring it to the competition on December 7.

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 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.
- 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? (Please list the names/titles of the five people 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?

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.
- 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.
- Session 1 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! 2) Participate in *Little Bang! Poster Competition – Session 2* on January 24, 2018.

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?
2. *Professional Presence*
Did the contestant conduct themselves in a professional manner?

3. *Judges' Impressions*

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?

4. *Intangible or WOW factor*

Did the contestant and poster leave a lasting impression?

5. *Overall*

Questions

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