Big iDeas Business Plan Competition

February 3, 2017

WHAT TO EXPECT

and

TERMS OF AGREEMENT BETWEEN UNIVERSITY AND STUDENT

SMU’s Big iDeas Business Plan Competition is an annual undergraduate entrepreneurship competition for student teams to pitch their original cutting edge, big idea business plans. The ideas behind the plans may be new or build on pre-existing start-ups. The business plans may either be for profit or not-for-profit ventures.

The Office of Engaged Learning hosts the competition as part of Big iDeas Demo Day held on the second Friday of the Spring semester - Friday, February 3rd. See event details below:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>9 – 11:30 am</td>
<td>Big iDeas Business Plan Pitches, in the CUBE (suite 600 of Expressway Tower)</td>
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<td>11:30 am – 1 pm</td>
<td>Demo Day Fair, in the lobby of Expressway Tower</td>
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<td>1 – 2 pm</td>
<td>Reception: Winners announced, in the lobby of Expressway Tower</td>
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Winners receive $5,000 to launch or accelerate their ventures over the calendar year of the competition. Winning teams return the following Demo Day to showcase their businesses in the Big iDeas Demo Day Fair.

WHAT TO EXPECT

QUALIFYING REQUIREMENTS:

1. Entrepreneurs know it takes a team to build a business. Students must form a founding team to develop their ventures. Only SMU undergraduates can be part of the founding team. Others can serve as advisors, consultants or mentors to the founding team.

2. The founding team is comprised of a principal investigator (PI) who serves as the team leader and a minimum of one other member. There is no maximum number of team members as long as they are all SMU undergraduates. The PI must be an enrolled SMU undergraduate for the duration of the Big iDeas Business Plan 12-month cycle. Others can serve as advisors, consultants or mentors to the founding team.
3. If a team is a recurring applicant, the plan should be updated from the previous submission and clearly articulate the need for continuation, growth and change.

**HOW THE COMPETITION WORKS:**

1. To apply, the team completes the 7-page business plan that is found on the big iDeas website: [http://www.smu.edu/Provost/BigiDeas/HowToApply](http://www.smu.edu/Provost/BigiDeas/HowToApply) and the Funding Request. The PI logs into the application page, completes the info page and uploads the two documents.

   The application deadline is Sunday, January 29, 12:00 pm, no exceptions. Only complete applications received by the deadline will be reviewed by the qualification panel.

2. The panel selects the top 15 plans for the competition. Selected teams are notified of their participation by 5 pm on Tuesday, January 30.

3. Selected teams should prepare their pitch decks and pitch presentations. Pitches will last for 4 minutes, followed by 4 minutes of Q&A with the judges. The judges, experienced business professionals, entrepreneurs and investors from the Dallas area, will select winners based on the following criteria:
   a. Quality of business plan and pitch presentation
   b. Degree of “big;” that is, impact on society
   c. Feasibility of idea
   d. Ability of team to execute the venture

   Remember: Team members should arrive dressed for success and with the attitude that theirs is a winning Big iDeas Business Plan - first impressions speak volumes to the jury!

**REQUIREMENTS OF WINNING TEAMS:**

1. **Monday, February 1 from 5-6 pm in the CUBE – Orientation Meeting**
   Attend mandatory orientation meeting. This will be a one-time meeting to review guidelines, how funds are allocated, how communication will be handled between the team members and the Office of Engaged Learning, and get questions answered.

2. **Friday, March 24 from 3-4:30 pm in the CUBE – Winner’s Circle**
   Participate in the Business Plan Winners Circle. This is a student-to-student networking event in which the members of the winning teams become the teachers, providing advice and insight to interested future student entrepreneurs and others.

3. **Throughout the next 12 months, schedule regular working hours in the CUBE or other nearby co-working space so that the SMU community can check in on progress being made.**

4. **Big iDeas Demo Day 2018, tentatively planned for Friday, February 2, 2018**
   Present the status of Big iDeas winning businesses at the next annual demo day. Teams may also re-pitch their venture at that day’s Big iDeas Business Plan Competition for continued funding to support the growth of their businesses providing they have developed updated plans with new deliverables and measurable outcomes.
TERMS OF AGREEMENT BETWEEN UNIVERSITY AND STUDENT

SMU GUIDELINES:

The information below helps to ensure that student entrepreneurs work effectively with the University.

Students participating in Big iDeas pitches and competitions must comply with all applicable SMU policies and procedures, including, but not limited to, the SMU Student Code of Conduct, the SMU Honor Code, the Intellectual Property Policy of SMU, as well as all federal, state and local laws, including patent, copyright and trademark law.

Big iDeas Pitches and Business Plans that impact the university cannot be in competition with any services SMU currently provides or other contract vendors that provide services to the university.

SMU profiles Big iDeas team members and their projects in current and future SMU “marketing materials” and campaigns. Any student who does not want to be included in SMU marketing can opt out in the Confirmation of Agreement between the University and the Student section of this document.

FUNDING:

Big iDeas Business Plan funds may be used for eligible expenses that successfully advance the development of the business. Some items are not covered. See guide below, not a comprehensive list.

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<tr>
<th>Eligible Expenses:</th>
<th>Funds may NOT be used for:</th>
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<tbody>
<tr>
<td>- Projects supplies</td>
<td>- Tuition, textbooks or any other similar expense that students would incur even if they did not participate in the program</td>
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<tr>
<td>- Building of prototypes</td>
<td>- Business meals and/or entertainment</td>
</tr>
<tr>
<td>- Market research studies</td>
<td>- Personal computers, phones, other electronics</td>
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<tr>
<td>- Financial modeling</td>
<td>- Salaries or stipends</td>
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<tr>
<td>- Marketing of service or product</td>
<td>- Cash hand-outs, microloans, etc.</td>
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<tr>
<td>- Specialized equipment or software in direct advancement of venture</td>
<td>- Car rental, including mileage reimbursement to/from any site associated with the business plan</td>
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Students must clear all expenses with the Office of engaged Learning prior to purchase. Engaged Learning will work with the teams to ensure that expenses are an acceptable use of SMU funds.
Big iDeas Business Plan Competition
February 3, 2017

CONFIRMATION OF AGREEMENT BETWEEN UNIVERSITY AND THE STUDENT

NAME OF BIG IDEAS BUSINESS PLAN:
_________________________________________________________________________________

NAME OF PRINCIPAL INVESTIGATOR:
_________________________________________________________________________________

CONFIRMATION STATEMENT:
By my signature below, I hereby agree to the Big iDeas Business Plan Competition expectations and terms set forth in this document. I acknowledge that my participation is voluntary, and that I may end my participation at any time. I acknowledge that my conduct will be consistent with SMU policies and procedures and if my conduct brings disrepute to SMU, SMU reserves the right to terminate or suspend my Big iDeas participation, funding, access to the CUBE, and other support services.

ACCEPTED AND AGREED by Principal Investigator (PI) on behalf of founding team:

PI Signature: _____________________________________________  Date:  __________________

MARKETING MATERIALS PERMISSION:

PI Name (print): ____________________________  SMUID _________________  y/n  _____

TEAM MEMBERS:

___________________________________________________________________________  SMUID ___________  y/n  ____
___________________________________________________________________________  SMUID ___________  y/n  ____
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