



Big iDeas Business Plan Competition

WHAT TO EXPECT

The annual SMU BIG IDEAS BUSINESS PLAN COMPETITION is an undergraduate entrepreneurship competition for student teams to pitch their cutting edge, big idea business plans and win \$5000 in seed money to get it started! The ideas behind the businesses, whether for profit or not-for-profit, bring value to society in one way or another. They might be new ideas or ideas that build on pre-existing start-ups.

Big iDeas, an Engaged Learning program, hosts the competition on Demo Day early in the Spring semester. Contestants have 4-minutes to pitch their plan and judges have 4-minutes to ask questions. Pitch decks are allowed. There are as many winning businesses as there are winning Big iDeas!

Winners receive \$5,000 to launch or accelerate their ventures over the calendar year of the competition. Winning teams return the following annual Demo Day to showcase their businesses in the fair.

2018 BIG IDEAS BUSINESS PLAN COMPETITION is Friday, February 9, 2018

9 - 11 am	Big iDeas Business Plan: Texana Room in Fondren Library
11:30 am - 1:00 pm	Fair: Starbucks in Fondren Library
12:45 - 1:30 pm	Winners announced during Fair

Deadline to apply is Sunday, February 4, by 11:59 pm

QUALIFYING REQUIREMENTS:

- SMU undergraduate students who have big ideas and want the opportunity to turn them into businesses.
- Entrepreneurs know it takes a team to build a business to develop their ventures. Students must form a founding team of SMU undergraduates (2 or more students). Others can serve as advisors, consultants or mentors to the founding team.
- Each team needs a *Principal Investigator* (PI) who serves as the team leader. The PI must be an enrolled SMU undergraduate for the duration of the 12-month Big iDeas Business Plan cycle.

See [TERMS OF AGREEMENT BETWEEN UNIVERSITY AND STUDENT](#) document on the [Big iDeas website](#) for more information about the requirements.

HOW TO APPLY:

- The PI and team develop the 7-page Big iDeas Business Plan and Funding Request. *The BUSINESS PLAN TEMPLATE and FUNDING REQUEST can be found on the Big iDeas website.*
- The PI logs into the application page, completes the info page and uploads the two documents by the deadline that is always no later than 11:59 pm on the Sunday prior to the competition. Only complete applications received by the deadline will be reviewed by the qualification panel.

SELECTED CONTESTANTS:

- The top 15 plans on a first come first serve basis make it to the competition. Selected teams are notified of their participation by 5 pm on Monday, February 5, 2018. Applicant 16 and higher are placed on a waiting list.
- It is recommended that selected and waiting list teams prepare and perfect their 4-minute pitch and update their accompanying pitch decks. Pitch practice is available in the CUBE each afternoon leading up to the contest.

DEMO DAY:

- The day begins in the morning with the Business Plan Competition. There is a fair of current and past Big iDeas pitch and business plan winners at noon. This year's winners are announced at the end of the fair. Photos are taken of all teams.
- It is recommended that team members dress for success with an attitude that theirs is a winning Big iDeas Business Plan. First impressions speak volumes to the judges!
- Teams arrive 15 minutes prior to the event start time. After pitching, contestants can decide whether to stay in the audience throughout the competition, attend the fair, or leave for a while. Contestants will return in time for the announcement of the winners.

THE JUDGES:

- The judges are experienced business professionals, entrepreneurs and investors from the Dallas area and beyond. Typically there are five judges.
- The judges panel select winners based on the following criteria:
 1. IMPACT
 2. LEADERSHIP
 3. BUSINESS MODEL
 4. PRESENTATION
 5. WRITTEN BUSINESS PLAN

WINNING TEAMS:

- **Attend a Mandatory Onboarding Meeting within Two Weeks of the Business Plan Competition.**

This will be a one-time meeting to review guidelines, how funds are allocated and how communication will be handled between the team members and Big iDeas in the Office of Engaged Learning. An invitation is sent to all winning teams to select a time that works best for all involved.

- **Establish Weekly Office Hours in the CUBE.**

- **Give Back.**

Team members participate in the Business Plan Winners Circle, a CUBE Friday event in Spring and Fall semesters. 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.

Participate in a minimum of two more CUBE Friday activities during the course of the 12-month cycle.

- **Act as Professional Business Developers.**

Throughout the next 12 months, students are expected to maintain contact with the support community. This includes responding to emails and texts from the Big iDeas team, sending occasional news releases about the business' activities, taking advantage of Dallas entrepreneurship events and other networking opportunities offered by SMU on campus and off. SMU want to profile Big iDeas students as the face of the student body.

- **Participate in the Big iDeas Demo Day 2019.**

All winning teams showcase their Big iDeas ventures at the next annual Demo Day. Some decide to re-pitch an updated plan for continued funding to support growth.