Rice Business Plan Competition

April 5-7, 2018

World’s richest and largest student startup competition!

18 years and going strong!
Thank you for serving as a judge at the 2018 Rice Business Plan Competition!

Alumni from the RBPC have:
• Raised more than $1.9 billion in funding
• Successfully launched more than 205 startups
• Helped create 28 successful exits

As a judge, you have played an integral role in this success over the past 18 years!
Judge Expectations

We hope you…

• Have **fun**, are **inspired**, learn about new technology **startups**, **network** with other investors and **individuals**, and have an **outstanding experience**

• Meet many **new startups**, give them a **positive experience**, provide **constructive feedback and advice**, and offer to connect them to **individuals in your network who may be helpful to their startup**

• **Be a positive role model** for other judges, **student startups**, and volunteers
What is new this year?

New this year! The top team from the **Wildcard Round** (formerly known as the Challenge Round) will **advance to the Finals** on Saturday.

There will be **7 teams** in the Final Round (versus 6 in previous years).
Other Expectations

- If you have any concerns during the competition, our staff is here to help as best as possible to resolve any issues so that you have the best possible RBPC experience.

- Please have patience with volunteers and staff; for many of them this is their first RBPC.

- Please touch base with staff at the registration desk or contact the RBPC Director, Catherine Santamaria, at csantamaria@rice.edu.
Judging Criteria
Vote on the team where you would most likely invest your money

- The team should be committed and have the capability to launch this venture
- There should be a potential 5x, 10x, 20+x return
- If you were an early-stage technology company investor (and many of you are), would you invest in this company?
Judges should ask

Technology Risk?  Market Risk?  Execution Risk?

- Is there a real need? What problem is being solved?
- Is the market big?
- Is there evidence customers will pay for this?
- Is there evidence the technology works?
- Is there sustainable, significant differentiation? IP?
- Exclusive license or ability to obtain license?
- Are the milestones, capital needs and financials realistic?
- Is there a possible exit in 5-10+ years?
- Is there a 5x, 10x, 20+x potential return?

Are at least some of the team members committed to this venture full time upon graduation?
Judging Instructions
Judging Requirements

• To judge and rank a flight, you must hear all presentations in that flight
• Please arrive on time in the mornings and after lunch
• Only enter rooms in between presentations
• Volunteers will prevent people entering room during a presentation
• If you do not see all the presentations in your flight, your score will not be valid
Q&A Tips

• Only judges can ask questions
• Ask questions during Q&A period (don’t make statements or provide feedback)
• Be concise
• Be constructive in your questions
• Don’t dominate the Q&A period; ask your question & move on
• Don’t debate other judges
• Don’t answer other judges’ questions
Written Feedback Tips

• Please provide written, qualitative feedback via the feedback form provided for each startup
• Please take the time to write down:
  – Strengths of the plan and presentation
  – Constructive suggestions
• Highlight the strengths of the startup
• Be constructive and tactful
• Provide advice
• Students will receive the feedback forms at the end of each day
### Feedback Form

**Presentation Quality**
Materials were presented in a clear, logical fashion. All relevant topic areas were covered.

**Market Opportunity**
There is a clear, sizable, market need, and customers would be willing to pay for the proposed product/service.

**Technology / Intellectual Property**
The technology and/or IP appears to have economic value, has evidence it works, and has IP protection, if needed.

**Competitive Environment / Differentiation**
The team provides something unique that gives it a sustainable, significant, competitive advantage over other solutions.

**Management Team Capability / Advisors**
This team has the skills and/or understands the gaps needed to successfully launch this venture.
Etiquette

• Please pay attention during team presentations.
• Please minimize the use of electronic devices (emailing and texting) during the team presentations.
• Do not take phone calls during the presentations
• Do not leave the room during presentations
• Handle phone calls, emails, text messages, etc. during the short 10-minute breaks
If you have a conflict of interest with a team at any time, let the Rice Alliance know ASAP and we will assign you to a different flight . . . or you can recuse yourself from voting.

A conflict of interest would include:

- You are a mentor or advisor to company
- You are an investor in company
- You are an advisory board member of company
- You are a board member of company
Deal Terms

• Some teams will present their pre-money valuation and % of company being offered.
• Others may choose NOT to offer this.
• Some will disclose during Q&A. Others not.
• Some VCs suggest the founder’s view of pre-money valuation is not critical at this stage.
• As an investor, you must assess whether you could reach agreement on a deal
Startups: Financials

• These early stage deals may not have detailed financial projections

• Most of these companies are pre-revenue and pre-funding

• Not the same as a later stage, revenue producing, positive cash flow company
Scoring
Judging Process & Criteria

- At the end of each round, you will rank teams in each flight using the online scoring platform: 1 = best, 2 = second best, etc.
- Please also fill out the paper feedback forms, which will be collected and given to teams at the end of the day.
- Keep notes on your notepad and in conference brochure.
- If you are associated with an angel group providing an RBPC investment prize, please rank the teams independently (versus coordinating across your angel group).
Competition Rules
Competition Rules

• All teams need to be seeking **outside investment capital**

• Teams **cannot have** had > $100k revenue or $250k angel / venture capital funding prior to the current academic year

• Prior grant funding and prior “Friends & Family” funding is acceptable
Competition Rules

• Presenters must be students (2 to 5 current students)

• Non-student team members are welcome to watch (but not speak)

• Teams and faculty advisors cannot watch other teams in their flight, until they have presented

• Teams & advisors can watch teams in other flights

• Only judges can ask questions
Competition Rules

• If you believe a team **does not comply** with the Official Rules and Eligibility Requirements, please inform the **Room Moderator** and they will contact Catherine Santamaria, RBPC Director

• Please continue to score and evaluate the team as usual

• Do not disrupt the round by focusing on the issue during the team’s presentation or Q&A

• We will investigate the issue and make a decision on the issue after getting a recommendation from our accounting firm for the RBPC, PKF Texas
Competition Format
Friday Round 1

42 teams, 7 flights @ 6 teams each by sector

• 15 minutes to present
• 20 minutes for Q&A
• 10 minutes to set up for next presenter
  – Timekeepers will adhere to strict time limits
  – Only judges can ask questions
  – Judges must attend all 6 presentations for your scores to count
  – Top 2 teams in each flight advance to Semi-Final
  – Remaining teams advance to Wildcard
Top 15 Teams Advance to Semi-Finals

Opening Round - Friday

Semi-Final Round – Saturday 8:00 am to 11 am

- Top 2 teams from each flight advance
- *Plus*, top overall 3rd place finisher advances
All Other Teams Advance to Wildcard Round

Opening Round - Friday

Wildcard Round – Saturday
8:00 AM to 11:00 AM

New this year, the top Wildcard Team will advance to the Finals!
Semi-Final Round (15 teams) and Wildcard Round (27 teams) are not sector-specific

- 15 minutes to present
- 10 minutes Q&A
- 10 minutes to set up for next presenter
  - Timekeepers will adhere to strict time limits
  - Only judges can ask questions
  - Judges must attend all presentations in the flight for your scores to count
    - Top two teams from Semi-Final flights advance to Final
    - Top-scoring team in Wildcard advances to Final
**Final Round**

**Semi-Final Round – Saturday**

**8:00 AM to 11:00 AM**

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<th>Semi-Final Flight #3</th>
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**Final Round – Saturday**

**Noon to 4:00 PM**

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<td>Team #1 (semi-finalist)</td>
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<td>Team #6 (semi-finalist)</td>
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<td>Team #7 (wildcard)</td>
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And top WILDCARD team advances to Finals! There will be 7 teams in the Finals!
Saturday Final Round

7 teams

- 15 minutes to present
- 10 minutes Q&A
- 5 minutes to set up for next presenter
  - Timekeepers will adhere to strict time limits
  - Only judges can ask questions
  - Judges must attend all presentations in the flight for your scores to count
  - Judges will rank teams 1-7 via online scoring; winners announced at awards banquet
Winner! Winner! Awards Dinner!
Winners will be announced at Awards Banquet

Venue: Westin Galleria Hotel  
Date: Saturday night, April 7  
Time: 6:00 pm: Cocktail Reception & Company Showcase  
7:00 to 9:45 pm: Dinner & Awards  
Dress: Business Dress (not black tie)  

$1,000 Orrick Company Showcase Prize:  
All Guests will vote on the best showcase at Awards Banquet
Social Media @ RBPC

- Tell everyone you are here!
- Complete your profile on the RBPC mobile app
- Tweet, Facebook and blog

Twitter: #rbpc, @ricealliance
Facebook: @2018rbpc

- Avoid posting subjective comments about teams or disclosing detailed business plan information
See you April 5-7!

If your plans change, or if you have any questions regarding the RBPC, please contact:

RBPC Director Catherine Santamaria
csantamaria@rice.edu
713-348-3190