



RICE
BUSINESS PLAN
COMPETITION

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

RBPC 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

- 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

Rating:

1 – Excellent

2 – Good

3 – Average

4 – Fair

5 - Poor

This feedback is for the teams' benefit and is not part of determining which teams advance.

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.

- 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

Conflict of Interest

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

- 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 you 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

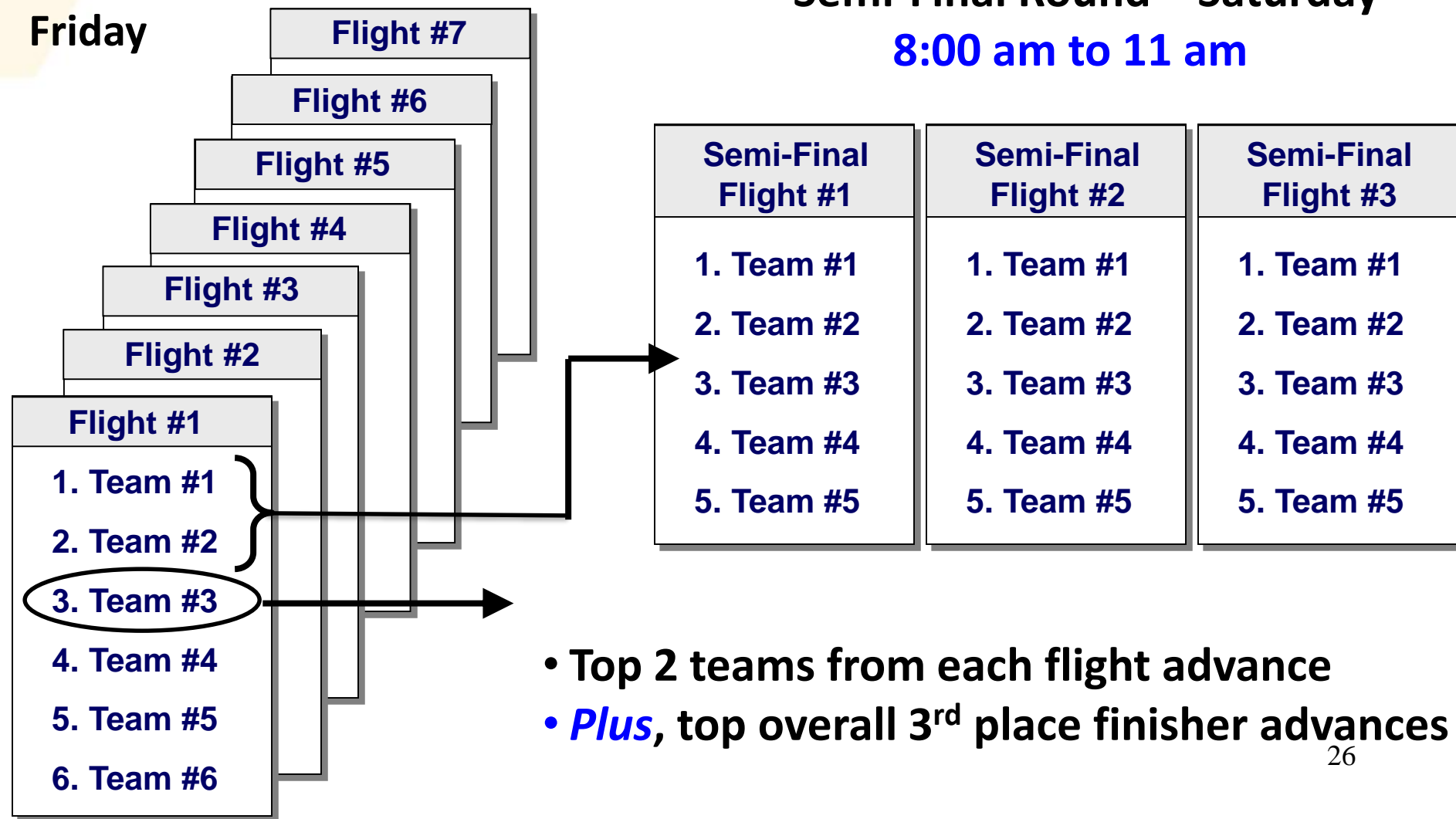
Friday Round 1

- 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

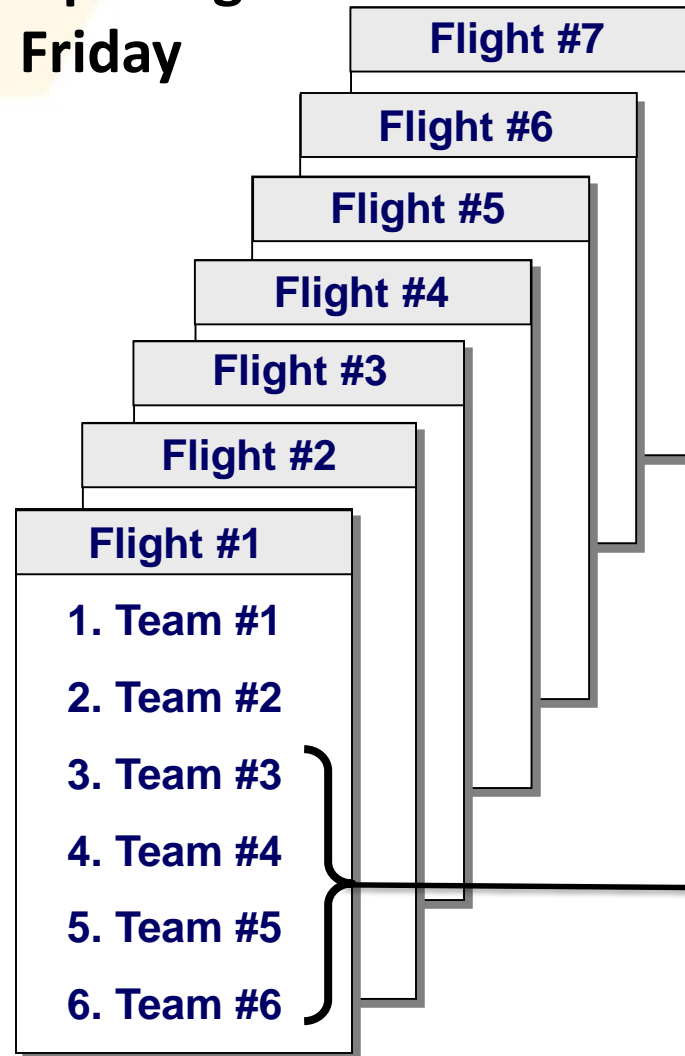
Semi-Final Round – Saturday
8:00 am to 11 am



- 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!***

Saturday Round 2

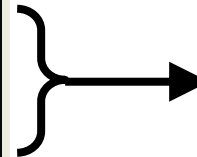
Semi-Final Round (15 teams) and Wildcard Round (27 teams) are not sector-specific

- **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

| Semi-Final Flight #1 | Semi-Final Flight #2 | Semi-Final Flight #3 |
|----------------------|----------------------|----------------------|
| 1. Team #1 | 1. Team #1 | 1. Team #1 |
| 2. Team #2 | 2. Team #2 | 2. Team #2 |
| 3. Team #3 | 3. Team #3 | 3. Team #3 |
| 4. Team #4 | 4. Team #4 | 4. Team #4 |
| 5. Team #5 | 5. Team #5 | 5. Team #5 |



Final Round – Saturday
Noon to 4:00 PM

| Final |
|-------------------------|
| Team #1 (semi-finalist) |
| Team #2 (semi-finalist) |
| Team #3 (semi-finalist) |
| Team #4 (semi-finalist) |
| Team #5 (semi-finalist) |
| Team #6 (semi-finalist) |
| Team #7 (wildcard) |

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

Thank you!

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