



RICE
BUSINESS PLAN
COMPETITION

Rice Business Plan Competition

April 4-6, 2019

World's richest and largest student startup competition!

19 years and going strong!

Thank you for serving as a judge at the 2019 Rice Business Plan Competition!

Alumni from the RBPC have:

- **Raised more than \$2.3 billion in funding**
- **Successfully launched more than 229 startups**
- **Helped create 32 successful exits**

As a judge, you have played an integral role in this success over the past 19 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?

- **Custom judging platform from Poetic Systems**
- **New time for Elevator Pitch Competition – 6:00 PM on Thursday**
- **New Prizes: Texas Halo Fund, Artemis Fund, Eagle Investors, Women’s Empowerment Prize, Insperity Startup Culture Award and more!**

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

Judges should ask

- Is the problem big enough to build a company around?
- Does the management team understand its strengths and any gaps in the current team? Are they coachable?
- How long will it take to generate revenue? How much investment will the startup need in order to reach breakeven cash flow?
- Does the startup understand key milestones that need to be reached? Does the startup have a fund-raising strategy tied to those milestones and value inflection points?
- Is there a credible exit available within reasonable timeframe?
- What is the competition and does the startup have a significant, sustainable competitive differentiation?

Should I invest in this business?

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

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.

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

- 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

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 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 annually **prior to the current academic year**
- Prior grant funding and prior “Friends & Family” funding is acceptable

Competition Rules

- Presenters must be current or recently-graduated 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 with a written note** 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

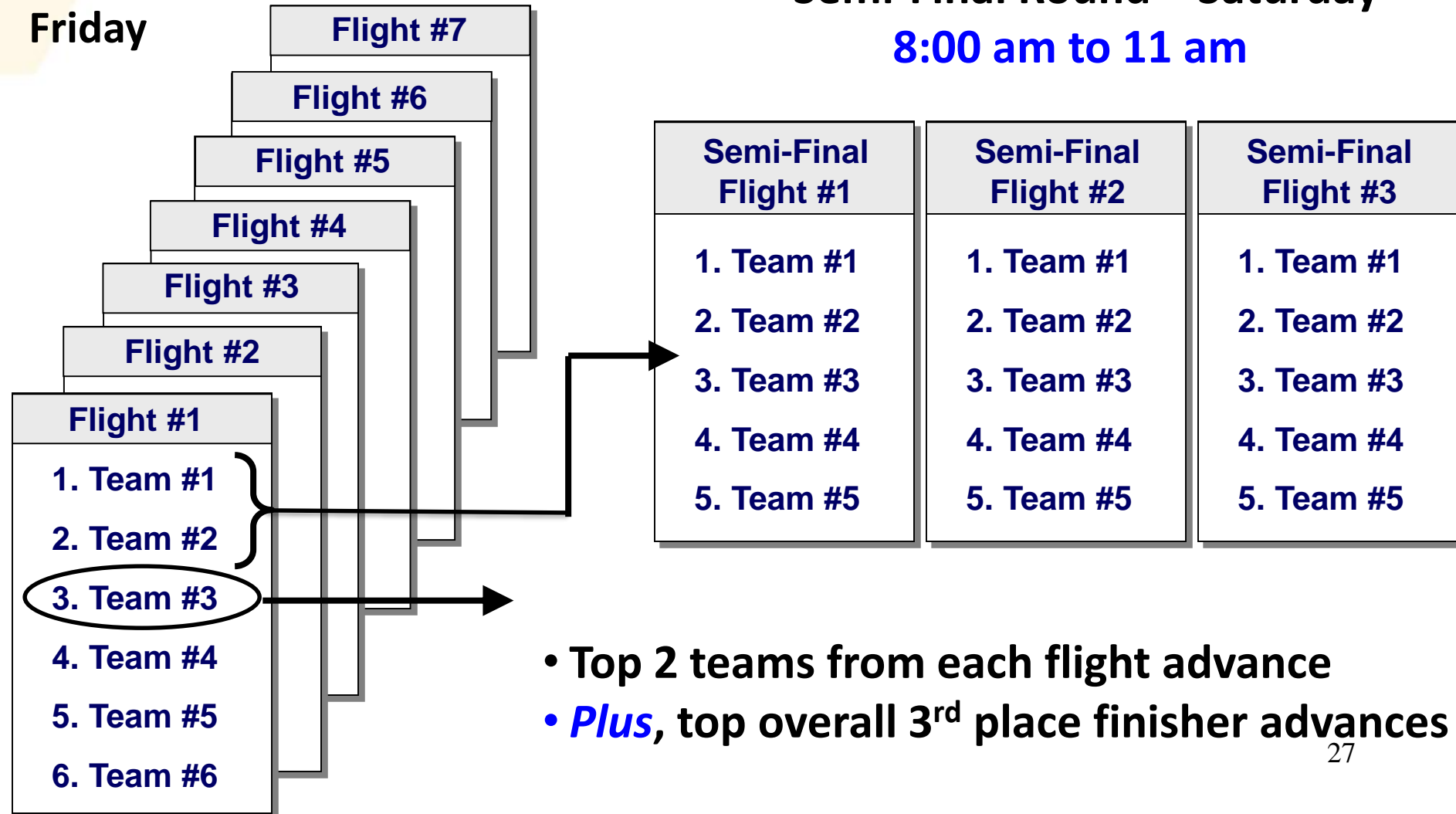
Friday Round 1

- 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

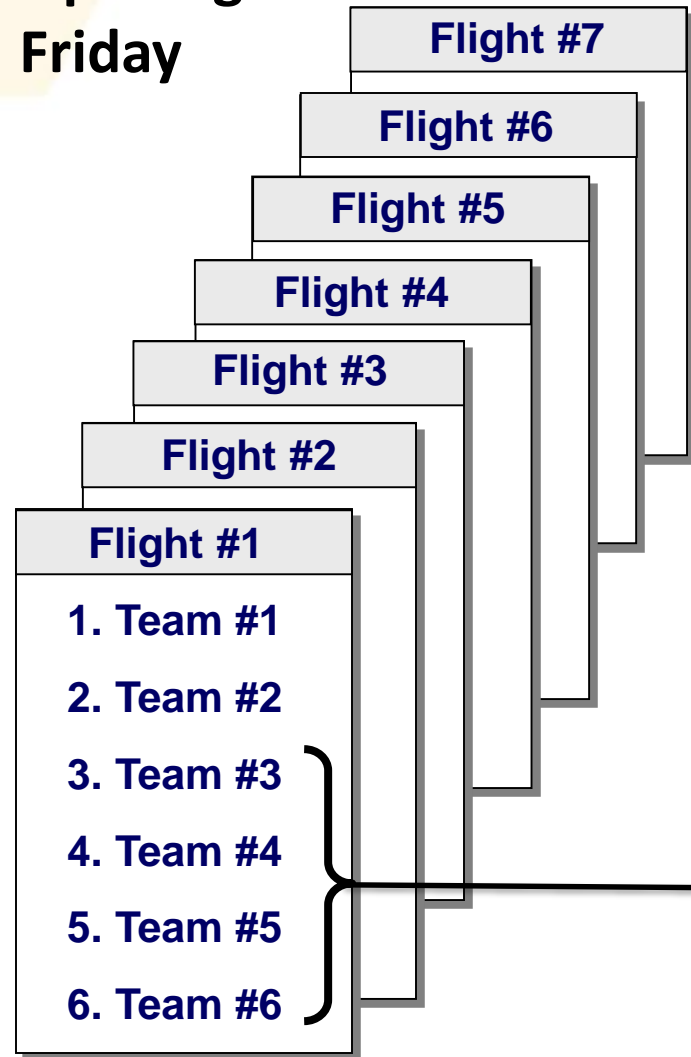
Semi-Final Round – Saturday
8:00 am to 11 am



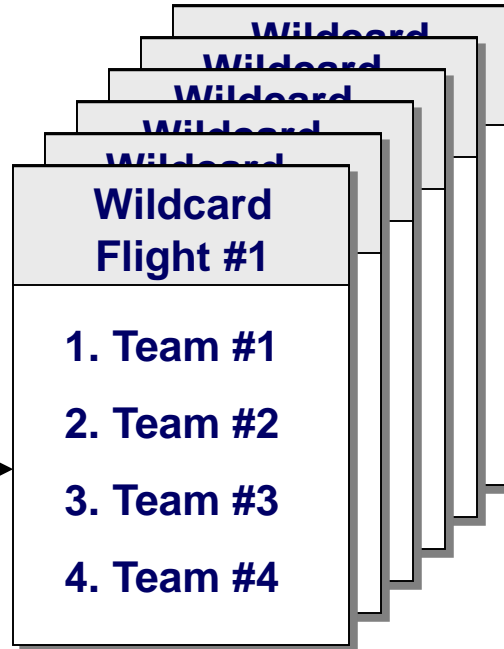
- Top 2 teams from each flight advance
- *Plus*, top overall 3rd place finisher advances

All Other Teams Advance to Wildcard Round

Opening Round -
Friday



Wildcard Round – Saturday
8:00 am to 11 am



Again this year, the top Wildcard Team will advance to the Finals!

Saturday Round 2

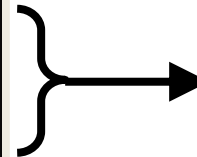
Semi-Final Round (15 teams) and Wildcard Round (27 teams) are not sector-specific

- **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 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

5060 W. Alabama, Houston 77056

Date: Saturday, April 6

Time: 6:00 PM: Company Showcase & Reception
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: @2019rbpc

- Avoid posting subjective comments about teams or disclosing detailed business plan information

Thank you!

See you April 4-6!

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