



# Rice Business Plan Competition

April 6–9, 2021

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## At-a-glance Judge Expectations

### **CHOOSE THE STARTUP WITH THE BEST INVESTMENT POTENTIAL.**

Rank from 1 = best investment potential to 6 = poorest investment potential. Look for the startups that have the best potential return on investment, that give the most compelling case for why they will be successful and provide evidence that they are committed to taking this startup to market.

### **SOME IDEAS FOR QUESTIONS:**

- Is the startup clear about the problem being addressed? Is this solving a real customer need?
- Is there a large market? Who are the customers? Will they pay for the solution?
- Does this startup have a unique product with a sizable and sustainable competitive advantage over current offerings?
- Does the company have a reasonable projection of revenue, profit and cash flow with strong growth potential?
- Is there a credible investor exit available within a reasonable timeframe?
- Is the team committed to launching this business? Do they understand gaps in their team?
- As an early-stage tech investor, would I invest in this business?

### **Q&A PERIODS**

Ask your question quickly and concisely. Be constructive with your questions. Avoid giving opinions, making statements or providing feedback during Q&A.

### **ENTER SCORES AFTER VIEWING ALL PITCHES**

Enter scores at the end of each round after all the startups have pitched and Q&A ends. Watch all pitches in the flight—otherwise, your scores will be invalid.

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*All startups have been vetted and confirmed that they are eligible and meet the requirements to compete at the RBPC. With that in mind, please note these **guidelines**:*

### **STARTUPS ARE EARLY STAGE**

All startups should be seeking outside investment. Most of these startups are pre-revenue and pre-funding, so don't expect detailed financial projections. Several teams have received initial funding and customer traction and that is acceptable.

### **STARTUP PRESENTATION**

Only one startup member is required to make the pitch (up to 4 members can split pitching duties). In this virtual environment, startups may pitch from the location that makes them most comfortable; they can sit or stand; and they can choose to pitch from memory or read from prepared remarks.

### **FEEDBACK AND CONCERNS**

If you think a startup does not meet the RBPC participation rules, do not challenge the startup or disrupt the session during the Q&A. Continue to score and evaluate the startup as usual and send your concern to Catherine Santamaria, RBPC Director, at [rbpc@rice.edu](mailto:rbpc@rice.edu).



# Rice Business Plan Competition Schedule

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The RBPC is unique in its stature, size, format, participants—and most of all, the quality of its judges! RBPC judges act as (and often are) early-stage investors, evaluating startups' investment potential. **Thank you for all you do to support student entrepreneurs.** Please review the full, detailed rules sent to you prior to the competition and available to you at [rbpc.rice.edu/judges](http://rbpc.rice.edu/judges).

**Meet student startups, give valuable advice and constructive feedback, and offer to help them.**

**Tuesday, April 6**      **4:00 – 5:15 PM CDT** Elevator Pitch Competition  
**5:15 – 6:00 PM CDT** Startup Showcase  
**5:30 – 6:30 PM CDT** Networking

**Wednesday, April 7**    **9:00 – 11:30 AM CDT** Round 1  
**12:30 PM CDT** Semi-Finalist Announcement

**Thursday, April 8**      **9:00 – 11:30 AM CDT** Round 2 — Semi-Finals and Wildcard  
**12:30 PM CDT** Finalist Announcement

**Friday, April 9**        **9:00 AM – 12:00 PM CDT** Finals  
**1:30 PM CDT** Awards Presentation

## CODE OF CONDUCT

We are committed to fostering an environment that is inclusive and non-discriminatory. Judges' evaluations should not be influenced by race, gender, sexual orientation or national origin. We expect all judges to treat all participants respectfully and equally and be conscientious of their biases.

**REPORT AN ISSUE**  
[rbpc@rice.edu](mailto:rbpc@rice.edu)

**VISIT THE JUDGING PORTAL**  
[rbpc.poetic.io/sign-in](http://rbpc.poetic.io/sign-in)

**ACCESS THE EVENT**  
[whova.com/portal/webapp/rbpc1\\_202104/](http://whova.com/portal/webapp/rbpc1_202104/)



**BIG  
IDEAS**  
Brilliant  
Startups