



RICE BUSINESS PLAN COMPETITION

Jan. 11 Info Session for Rice University





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Welcome and Intros

About the RBPC

Goals of the competition

Rice University at the RBPC



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Basic Eligibility

You are initially eligible if your startup:

- is student-driven, student-created and/or student-managed
- has at least **two** current or very-recently graduated student founders or management team members, and **at least one of those students is a current graduate degree-seeking student (Masters, PhD, MBA, JD, MD, etc.)**
 - Current means enrolled in school now
 - Very-recently graduated means graduated after May 1, 2022
 - Startup must have a graduate-level student on the team
 - Same goes for competing—at least two students; at least one grad student
 - **At least one student is from Rice** (but you can be from multiple schools)



Basic Eligibility (con't)

You are initially eligible if your startup:

- has not raised more than \$250,000 in equity capital prior to July 1, 2022
- has not generated revenue of more than \$100,000 in any 12-month period prior to July 1, 2022
- is seeking funding or capital (or will be in the next 12 months)
- is a potentially viable investment opportunity
 - We are looking for early-stage companies, businesses, startups
 - We are not looking for projects, ideas, concepts



What we look for in an application

1. All questions answered fully

*RBPC website -> Compete -> **FAQs** -> What's in the application*

2. An executive summary that:

- gives a full view of your startup
- addresses all the main points of your business

*RBPC website -> Compete -> **Eligibility** -> page 7 of Eligibility and How to Apply doc*



What we look for: executive summary

- a. **Company summary** – in 1-2 paragraphs describe the problem the startup company is addressing, the technology solution, product, or offering, and who are the potential customers
- b. **Customer analysis** – explain who the potential customers are and what problem you are solving
- c. **Customer/market validation** - what evidence do you have that customers will pay for this product
- d. **Market analysis** – describe the market size, targeted segments and potential market share
- e. **Product or service** – Describe current state of development of the product or service and any technology validation to-date (i.e., what evidence do you have that the technology works)
- f. **Intellectual property** – provide a status of patents, licenses, or other IP (if applicable)
- g. **Competitive differentiation** – explain the competition and show what makes this startup better than competitive alternatives
- h. **Company founders, management team and/or advisor**– include brief bios of the startup founder to show how this team has the expertise to successfully launch this startup (including relevant experience)
- i. **Financials:** show 3-5 year projection of revenue, profit and cash flow
- j. **Amount of investment** you are seeking and use of funds



Selection of Rice startup / RBPC Qualifier

- RBPC director reviews each Rice application for eligibility
- We rate app on 5-6 criteria; we take the average
- Criteria is similar to what's in the exec sum (and see p. 8 of Eligibility and How to Apply doc)
- Highest-scoring apps are invited to pitch at the RBPC Qualifier (Mar. 16) in front of 20+ judges
- Semi-final and Final rounds, 1st-3rd place cash prizes
- Applicants cannot get screening results, but you can get access to any resources we can offer



Why an app may not be rated highly

Low ratings may result when the applicant:

- Does not give enough info
- Does not show they are a viable business venture
- Is not realistic or makes outlandish claims
- Does not have an online presence (website, social media, etc.)
- Does not have an academic advisor; or academic advisor does not know about them
- Is not affiliated with a department, institute or resource on campus (if there are such offerings available)

The great thing is that all the problems can be addressed with a little time and effort



Q&A

Any questions about the application process?

Any questions about the application itself?



Resources and Reminders

- Most questions can be answered by checking the RBPC website: www.rbpc.rice.edu and the Compete -> For Rice Startups page
- Read the website Compete -> Eligibility and How to Apply document; FAQ -> Application questions and ES template
- If you can't find the answer, contact me at rbpc@rice.edu
- Come visit me at the Rice Alliance in McNair #103
- Applications are due **February 28 at 11:59 PM CST**
- The RBPC is in-person May 11-13 in Houston



Applications are
due **Feb. 28**

Thank you very
much!

