



# RICE BUSINESS PLAN COMPETITION

Info Sessions  
Jan. 11 and Feb. 7





# About the RPBC

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Welcome

Intros

About the RBPC

Goals of the competition



# Agenda

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Q&A

Resources and Reminders



# Basic Eligibility

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**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



# Basic Eligibility (con't)

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## **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

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## 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

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- 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





# Screening process

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- RBPC director reviews each application for eligibility
- Each application is viewed 3 times by screeners
- Screeners rate each app on 5-6 criteria; we take the average
- Criteria is similar to what's in the exec sum (see p. 8 of Eligibility and How to Apply doc)
- Apps reviewed again, looking at ratings, to identify those that would make good competitors
- Elevator Pitch video – not required
- Applicants cannot get screening results





# Why an app may not be rated highly

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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

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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](http://www.rbpc.rice.edu)
- Read the website Compete section: 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](mailto:rbpc@rice.edu)
- Applications are due **February 28**
- The RBPC is in-person May 11-13 in Houston



Applications are  
due **Feb. 28**

Thank you very  
much!

