Rice Business Plan Competition

MAY 11 – 13, 2023

Judge Welcome and Orientation Webinar
April 14, 2023
Welcome to the RBPC!
We are very happy you are here
... On the Edge of the Future!

#RBPC23
Thank you for being an RBPC Judge!

At the RBPC, judges will:
• Give startups a real-world experience of pitching to investors
• Ask good questions, give good feedback
• Mentor, support and connect with startups whenever you can
• Attend as much or as little of the event as you are able
• Bring your energy!
What to Expect at the RBPC

250+ judges throughout the 3 days of competition

Pitch sessions with 10-40 judges in the room (the EPC and Finals have 100+)

35+ prizes with total value of over $1 million

Judging startups on their investment potential—where would an investor put their money?

All meals provided; transportation between the conference hotel and campus is provided; parking validations for judges
What to Expect at the RBPC

42 graduate-student startups from the US + 5 other countries (Canada, Turkey, UK, Germany, India)

Pre-seed and seed-stage student startups, with perhaps a Series A or two—all who (should be) looking for investment

Vetted, eligible student-run businesses that are interested in funding (as well as mentoring, advice, guidance, contacts, etc.)

Pitches of 15 minutes, Q&A sessions that follow of 10-20 minutes
Competition Overview

The RBPC lasts 3 days, and there are many opportunities to judge and mentor startups:

Thursday
- Practice Pitches
- Elevator Pitch Competition*
- Company Showcase + Reception

Friday
- Round 1*
- Feedback Sessions
- Semi-Finalist Announcement + Reception

Saturday
- Semi-Final Round/Wildcard Round*
- Final Round*
- Company Showcase* & Awards Ceremony

* = scored parts of the RBPC
Competition Format

All judging is done in ranking format in the online competition platform:

In Round 1, Semi-Final Round/Wildcard Round, Final Round:

**RANK** the startups in order of their investability:

1 = best investment potential, 6 = worst investment potential

The exception is the Elevator Pitch Competition, where judges RATE each startup on their presentation (1 = excellent to 5 = poor)

You must watch all pitches in the flight to judge them!
Judging Criteria

Judges at the RBPC act as investors. Consider asking yourself these questions of each startup:

- Is there a real need? What problem is being solved?
- Is the market big? Will customers will pay for this?
- Is there evidence the technology works?
- Is there sustainable, significant differentiation? IP?
- What is the competition? Competitive differentiation?
- Is the management team qualified and coachable?
- How long will it take to generate revenue?
- Would I invest in this business?

More judge questions will be posted on the RBPC website -> Judges
Judging Feedback Forms (R1 and SF/WC)

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation Quality</td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Materials were presented in a clear, logical fashion. All relevant topic areas were covered.</td>
<td></td>
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<tr>
<td>Market Opportunity</td>
<td></td>
<td>1</td>
<td>2</td>
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<td>4</td>
</tr>
<tr>
<td>There is a clear, sizable, market need, as well as a way to take advantage of that need.</td>
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<tr>
<td>Technology / Intellectual Property</td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>The technology and/or IP appears to have economic value, has been proven, and is supported/protected.</td>
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</tr>
<tr>
<td>Competitive Environment / Differentiation</td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>The team provides something unique that gives it a sustainable, competitive advantage.</td>
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<tr>
<td>Management Team Capability</td>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>This team has the skills and/or understands the gaps needed to successfully launch this venture.</td>
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</tbody>
</table>

Please add comments on team/presentation strengths

Please add comments on areas for improvement
Judges will

Arrive on time (we start on time. To the minute. Really!)

Watch all pitches in the flight to be able to submit scores (if you miss a pitch, your scores will be invalidated)

Judge startups on their investment potential--which startup would you most likely invest in? Where would you put your money?

Be courteous, quick and concise in your questions (and allow other judges to ask their question in the Q&A sessions)

Ask questions in Q&A sessions and offer feedback in the scheduled feedback sessions

Treat all participants respectfully and equally and be conscientious of potential biases

Follow directions of the room Moderator and Timekeeper
Judges will refrain from

Commenting on founders’ appearance, attire or background

Giving opinions instead of questions in the Q&A sessions

Verbally protest if they think they see something out of the ordinary; all startups have been vetted, but if you see something that may be against the rules, contact Catherine on rbpc@rice.edu and we will address it after the pitch
The next 4 weeks

- All judges will be added to the RBPC judging platform about 2 weeks before the competition—watch for the email and log on before the competition to make sure you can get on the platform
- Check the Judge section of the RBPC website for more guidance
- April 20 - Attend the Judge Reception
- April 21 – Deadline to book hotel at conference rate (you don’t have to stay there, but a shuttle to and from campus will be available)
- April 22 - Review and offer feedback on business plans of startups you will see in Round 1 (until May 5)
- May 11-13 is the RBPC
- Let everyone know you are coming to the RBPC!!! #RBPC23
Questions?

csantamaria@rice.edu or
rbpc@rice.edu
713-348-3190
rbpc.rice.edu -> Judges