



Rice Business Plan Competition

POWERING FOUNDERS. SHAPING THE FUTURE.

WELCOME AND
ORIENTATION WEBINAR |
FEB. 29, 2024



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SHAPING THE FUTURE.

Welcome to the RBPC!
We are very happy you are here--
Shaping the Future!

#RBPC24



Today's Agenda

1. Confirmation of participation
2. Calendar and due dates
3. Competition overview
4. What to Expect at the RBPC
5. The next 5 weeks
6. Communication – Stay in touch!
7. Questions



Confirmation of Participation

Everyone has confirmed they can attend--yay!

What this means:

- At least 2 members from your startup must attend and pitch in-person, sharing pitching duties (and up to 4 members can participate)
- Only current or very-recently graduated students may participate in the pitches
- At least one of those students must be a graduate-level student
- Teams needs to stay for the entire event: Thursday, April 4 at Noon through Saturday, April 6 at 9:30 pm (after the Awards Banquet)

****If this is an issue, let me know ASAP****



Calendar and Due Dates

March 4 EFN Intro webinar at 11:00 AM CDT (see next email for reg. link)

March 6 EFN Intro webinar at 11:00 AM CDT (see next email for reg. link)

March 18 Parts 2 and 3 of application due

- business plan
- attending team members and their info
- prize considerations
- [dietary restrictions and food allergies \(I forgot to ask\)](#)

March 18 Last day to book conference hotel at our rate

March 30 Business Plan feedback from judges sent to teams

April 4 Updated business plan due in application (optional)

- the most recent version of your BP will be visible to judges during the competition

April 4-6 RBPC

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Competition Overview

Thursday events

Welcome and Orientation sessions
Practice Pitches
Elevator Pitch Competition*
Company Showcase + Reception

Friday events

Round 1*
Feedback Sessions
Semi-Finalist Announcement + Reception

Saturday events

Semi-Final Round/Wildcard Round*
Final Round*
Awards Ceremony (big party)

* = scored parts of the RBPC

All parts of the RBPC are **required** for competing startups.

All parts of the RBPC take place at Rice University *except* the Awards Ceremony, which is at the Hilton Americas Hotel in downtown Houston (5 miles from campus).

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What to Expect at the RBPC

Check the RBPC website under 2024 Competition -> **Competitor Resources** for most up-to-date info (general info, schedules, What to Expect, Scoring Criteria, hotel booking link, etc.)

250+ judges throughout the 3 days of competition

35+ prizes with total value of over \$1 million

All competing startups get a minimum of \$950 prize

Startups are judged on their investment potential—where an investor would put their money

All meals provided; transportation between the conference hotel and campus is provided (but getting to and from the awards party is not)

The RBPC is a big deal--bring your A-Game! Bring your energy (you will need it)!

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The next 4 weeks - Prepare

- Explore **EFN Mentoring program** – 4 weeks of free mentoring
- Practice your pitches – check the RBPC website for **past competition videos** from the EPC and Finals
- Prep your “**deliverables**” (full list is under Competitor Resources -> What to bring to the RBPC):
 - 15-minute verbal investor pitch
 - Pitch deck for 15-min pitch
 - 60-second verbal elevator pitch (no deck needed)
 - Showcase table items
- Read the Competition Rules and Format and **What to Expect** docs
- Read the **Prizes page of the website** before coming to the RBPC
- Read the **Stipulations for Prizes and Guidelines for Accepting Prizes**



The next 4 weeks - Prepare

- Check the **list of questions** judges frequently ask (What to Expect doc):
 - they love to ask about IP or unique selling prop
 - they want to know your raise (don't say you aren't raising funds)
- Check the list of “Advice from RBPC Judges” – new this year! Coming soon
- You are here to advance your startup – be clear with fundraising strategy & goals
- Judges want to see:
 - Clear and defined product or service
 - Proprietary tech or unique selling prop
 - What you need to advance your startup
 - Why you need funding to advance your business
 - If you are coachable



The next 4 weeks – Confirm reservations

- **Book hotel** by March 21 (you are not required to stay there, but a shuttle to and from campus will be available) – see website Competitor Resources
- **Confirm guest list** – who will come from your team?
 - At least 2, and up to 4, presenting team members
 - Up to 2 mentors/advisors (including your academic advisor)
 - More team members than that, and there is a charge of \$125 to attend
 - The RBPC is a **closed** event; there is no walk-up registration; there are no extra guests last-minute
 - The Awards Banquet is also a **closed** event (there are 700+ people in attendance!)
 - Put all info in Part 2 of the application
- Let everyone know you are coming to the RBPC!!! **#RBPC24**

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Communication – Stay in Touch!

- There are more updates and reminders to come, but . . .
- I aim to send only one weekly email on **Thursday afternoons** – please look for it
- Weekly email will be sent to all team members who are listed in the application
- I will communicate to you mostly by email, but by text if I need an answer quickly
- You can contact me anytime by email or phone (call or text)
- You all have a LOT going on, but please make a little space for the RBPC



Questions?

Contact at any time:

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713-348-3190 office

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