

# OPPORTUNITY QUEST



*The University of Utah*

*Executive Summary Competition*

## **FIRST ROUND JUDGING INFORMATION PACKET**

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Academic Year 2016-2017  
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## 2016-2017 Opportunity Quest First Round Judges,

We are honored to have participate as a first round judge this year. We hope the experience will be an enjoyable way of giving back to the community and witnessing the vibrant entrepreneurial spirit of our student competitors. Your experience and feedback will help shape the business skills of many aspiring student entrepreneurs as well as select the finalists of this competition. This packet contains all the details you need as a member of the judging panel. However, if you have any questions please don't hesitate to contact either myself or my assistant. We sincerely thank you for your participation and look forward to this year's Opportunity Quest competition!

All The Best,

Kyler Hodgson, Director of Judges and Mentoring

# Schedule

## Registration

By Saturday, December 3, 2016

You have received an email with a link to [opportunityquest2017.startupcompete.co](http://opportunityquest2017.startupcompete.co) confirming your availability as a first round judge. Please complete the registration process by clicking on the link and filling out the form by Saturday, December 3, 2016. If you have concerns about sharing any information on the judging platform, you may enter N/A in the fields. However, please keep your email and full name on the site so that we may confirm your identity.

## First Round Judging

Saturday, December 3 - Friday December 9, 2016

When you are ready to judge the applicants, please log in to the web portal at <http://opportunityquest2017.startupcompete.co/> The site will then direct you to your responsibilities. Each submission consists of a 3-page executive summary. As a judge you will review 4-6 submissions. The total time commitment should not exceed 1 hour. You will need to complete judging by 11:59 PM Friday, December 9. For a detailed description of accessing the judging platform, please read “Accessing the Judging Platform” below.

# Judging criteria

## Round I: Executive Summary

In this preliminary round, students submit written executive summaries describing their business ideas. The purpose of the executive summaries is to convince the reader that the student team will be successful in implementing the business. Each executive summary should cover the following topics:

1. Company Overview
2. Market Description – including market need or pain point
3. Description of Product or Service
4. Sales and Marketing Strategy

*It should be evident that the business is student driven.*

The overall submission should be judged according to the following:

1. Is the business idea plausible and promising? (most important)
2. Does the submission reflect quality work? (well-written, well-thought out)

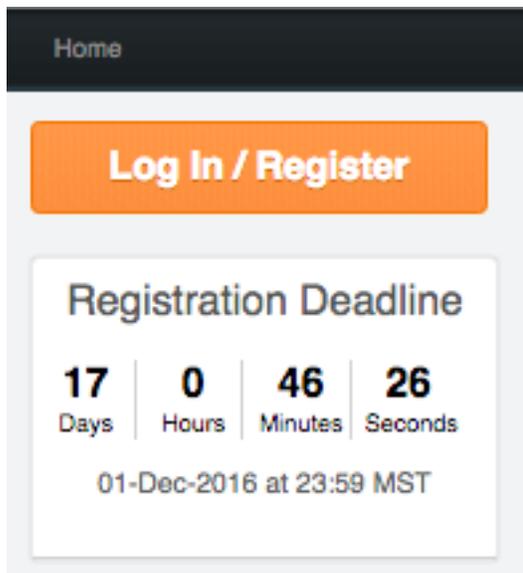
Each team will receive scores from multiple judges. The ten teams with the highest rankings will become the 10 Finalists and move on to the Final

round.

# Accessing the Judging Platform

To Access the judging platform, please follow these steps:

1. Go to <http://opportunityquest2017.startupcompete.co/>.
2. Log in by clicking on Log In button. Finish judge registration if you have not yet done so



3. Once you have logged in, click the *Judge this Competition* button and it will take you straight to your application dashboard

*Application dashboard:*

Score	Business / Concept	Summary	Status
	Acme Demo & Corp	The name Acme became popular for businesses by the 1920s, when alphabetized business telephone directories such as the Yellow Pages began to be wid...	<a href="#">Judge</a>
	Another IE 10 test	Just another test	<a href="#">Judge</a>
85	DNA Guide	"Uses a persons DNA to convert every human into a node on the network iPad Google Earth for the cell - converting \$1000 genome into the 2 minute	100% Judged <a href="#">Update</a>

- From the application dashboard you can access each of your assigned submissions. You may return to this page at your leisure during the judging period Dec 3 - Dec 9 until you have finished judging the assigned submissions.

# Prizes

The Grand Prize, \$5,000, will be awarded to the team with the best Final Presentation. Second and third place teams will also be selected to receive \$3,000 and \$2,000, respectively. New this year will be a Best Video prize of \$500, rewarding the best video from the top 10 finalists. The prizes will be awarded via check during the final awards reception.

# Confidentiality Agreement

We are not requiring judges to enter into a formal confidentiality agreement. In volunteering to be a judge we ask you to not share, disseminate, or use any student ideas disclosed to you as part of the competition. Competitors are responsible to protect any information concerning their plan shared with judges, mentors, team members, or fellow participants in the competition, and Opportunity Quest takes no responsibility for unwanted disclosure in these instances.

# Thank You

Thank you for participating in the 2016-2017 Opportunity Quest competition. Please contact us with any questions or concerns that arise regarding your responsibilities or about the competition itself. We greatly appreciate your contribution of time, energy, insight, and experience in the advancement of student entrepreneurship at the University of Utah.

# BACKGROUND

Opportunity Quest is a business executive summary competition open to all students within the University of Utah designed to inspire and support the entrepreneurial spirit of students both conceptually and through the

formation of actual Utah businesses. Through [workshops](#), [meet-ups](#), and competitions like Opportunity Quest, the Lassonde Entrepreneur Institute provides student teams with educational opportunities to aid them in the creation and implementation of their business plan.

A cash prize of \$5,000 will be awarded to the team judged to have presented the most plausible and promising business executive summary. The first-place team is also automatically entered as a finalist in the Utah Entrepreneur Challenge, which is the final state-wide business plan competition in the Utah Entrepreneur Series. Secondary prizes of \$3,000 and \$2,000 will also be awarded for the 2nd and 3rd place teams, respectively.

Opportunity Quest is directed and run by students at the University of Utah. This year's team includes students studying Business Administration, Marketing, Entrepreneurship, Bioengineering and Nursing. The final round of this competition will be held at the [Lassonde Studios](#) – the home of many of the interdisciplinary student applicants to this competition who have been encouraged to *Live, Create, Launch* as part of their academic experience this year. This tremendous undertaking has been made possible by generous support from sponsors, mentors, judges, and faculty members of the University of Utah.