



FIRST ROUND JUDGING INFORMATION PACKET

Kyler Hodgson *Director of Judges and Mentoring*

Email: kykyhodg@gmail.com

Phone: (801) 694-4511

Carlee Houghton *Assistant Director Judges and Mentoring*

Email: Carlee.houghton@utah.edu

Phone: (208) 631-8147

Academic Year 2016-2017

Utah Entrepreneur Challenge Lasonde Entrepreneur Institute

David Eccles School of Business University of Utah

105 Fort Douglas Blvd. Salt Lake City, UT 84113

lasonde.utah.edu/oq

(801) 585-1496

2016-2017 Utah Entrepreneur Challenge First Round Judges,

We are honored to have you 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 Utah Entrepreneur Challenge competition!

All The Best,

Kyler Hodgson, Director of Judges and Mentoring

Schedule

Registration

By Thursday, February 23, 2017

You have received an email with a link to 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 Thursday, February 23, 2017. 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

Thursday, February 23 – Wednesday March 1, 2016

When you are ready to judge the applicants, please log in to the web portal at utahentrepreneurchallenge2017.startupcompetite.co. The site will then direct you to your responsibilities. Each submission consists of a 3-page business model. 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 Wednesday, March 1. For a detailed description of accessing the judging platform, please read “Accessing the Judging Platform” Below.

Judging criteria

Round I: Business Model

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 business model 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
5. General business strategy or revenue model

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?
2. Clearly communicates business concept and key business model information
3. Teams effectively persuade judges that the business will be successful

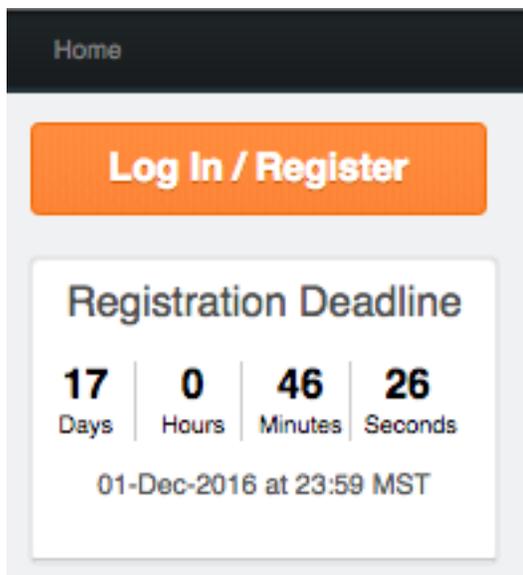
4. Students demonstrate their involvement in the business concept, market research, strategy development, and future engagement

Each team will receive scores from multiple judges. The 9 teams with the highest rankings will win the 9 wild-card spots to the final round of the Utah Entrepreneur Challenge. The first 11 spots have already been filled by winners of competitions at each of the schools of higher education in Utah.

Accessing the Judging Platform

To Access the judging platform, please follow these steps:

1. Go to <http://utahentrepreneurchallenge2017.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

THE UTAH ENTREPRENEUR CHALLENGE Utah Entrepreneur Challenge

Home Judging Contact Us

Judge this Competition

Registration Deadline

0 Days 15 Hours 12 Minutes 34 Seconds

21-Feb-2017 at 23:59 MST

Competition Timeline

UEC First Round Judging

Open to all college student entrepreneurs in the state of Utah.

Update Applications*

28-Nov-2016 Noon to 21-Feb-2017 11:59 PM

Judging

23-Feb-2017 Midnight to 01-Mar-2017 11:59 PM

ZIONS BANK. \$40,000 FORTY THOUSAND and 00/100 DOLLARS

Utah Entrepreneur Challenge

Welcome UEC participants! If you have not logged in before, please click the REGISTER button and follow the instructions. If you have previously registered, log in using your e-mail address and password.

Learn more

Application dashboard:

Home Competition Awards Judging Contact Us

Applications selected for you to Judge *Initial Round* is judging until 16-Jan-2016 02:04 PM EST (-0500) 0m 2d 23:27:52

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...	Judge
	Another IE 10 test	Just another test	Judge
85	DNA Guide	*Uses a persons DNA to convert every human into a node on the network IPAD Google Earth for the real - conversion 51000 names into the 2 minute	Update

- 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 February 23 – March 1 until you have finished judging the assigned submissions.

Prizes

The Grand Prize of \$40,000 sponsored by Zions bank, will be awarded to the team with the best overall team at the Final round of judging on April 15. Each Top 20 finalist will receive \$500 for their business. Other prizes, cumulatively totaling more than \$30,000 from various sponsors will be awarded for categories such as best speed pitch, best video, best technology, and many others. 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 Utah Entrepreneur Challenge takes no responsibility for unwanted disclosure in these instances.

Thank You

Thank you for participating in the 2016-2017 Utah Entrepreneur Challenge 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.



UTAH ENTREPRENEUR CHALLENGE BACKGROUND

Utah Entrepreneur Challenge is a business model 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 Utah Entrepreneur Challenge, the Lassonde Entrepreneur Institute provides student teams with educational opportunities to aid them in the creation and implementation of their business plan.

Utah Entrepreneur Challenge 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.