

## Official Rules

### Undergraduate Students Only

This competition is limited to undergraduate college students as defined below.

- **U.S. Students:** Only currently enrolled undergraduate college students or students who graduated in summer/fall 2018 are eligible.
- **International Students:** Only currently enrolled undergraduate college students are eligible. Since some international students earn a bachelor's degree in three years, those students may participate *within their fourth year of university only*.

### Criteria for a Values-Centered Venture

A values-centered venture contributes to the well-being of specific internal or external stakeholders through products, services and/or profits.

- Ventures submitted must be for-profit. Nonprofit ventures are not allowed.
- Plans must demonstrate a societal or environmental need to be filled, as well as the profitability of the business. Examples:
  - For-profit businesses that also support the social or economic goals of customers, communities, employees, suppliers and/or the environment.
  - Contributions to sustainability.
  - Innovations in health, life or energy.
  - Opportunities for underrepresented groups in business.
  - See past winners [here](#).

### Team Composition and Participation

- Only 1 team/plan allowed per university for the competition.
- Teams are to be comprised of a minimum of 2 members but may have more.
- At least 2 team members **must** participate in the presentation. More may do so.
- Team members may represent any discipline of study and are not limited to the business school.
- Teams must have a faculty/staff sponsor who will authenticate that the business plan was prepared under faculty supervision or as part of regular university coursework.

### Presentations

Full pitch presentations will be made at 30-minute intervals with the following time limits strictly enforced:

- 12 minutes for presentation with visual aids
- 10 minutes to respond to questions and answers from judges
- 8 minutes for judges' evaluations, discussions, breaks

### Official Rules

1. Only **one** team/plan per university is allowed for the competition.
2. Plan must be for newly conceived ventures only – a seed, start-up or early stage venture – and must address the entire business concept. Emphasis should be placed on the venture’s values-based component.
3. Plans must be the original work of the students who comprise the team.
4. Each plan should be an organized and coherent plan of action for a new, for-profit venture (nonprofit ventures will be disqualified) that has a distinct values-driven component.
5. Plan should indicate how prize winnings will be used to further the values component of the business.
6. NOT ALLOWED: The TCU Neeley School of Business reserves the right to reject questionable business concepts or ineligible plans, including:
  - Nonprofits
  - Buyouts
  - Expansions of existing companies
  - Real estate syndications
  - Tax shelters
  - Franchises
  - Licensing agreements for existing businesses proposing to expand in a different geographical region
  - Spinouts from existing corporations
  - Consulting projects or analyses
  - Illegal activity
7. Submissions must be received by 5:00 p.m. CST, March 26, 2019, electronically in a pdf format.

### What to include in the written plan

1. Cover Page with:
  - Name of university
  - Name of proposed venture
  - Name, phone and email of faculty/staff sponsor
  - Name, phone and email of team leader
  - Names, phone numbers and e-mails for each team member
2. Table of Contents.
3. Executive Summary - limited to two pages
4. Business Plan - not to exceed five pages
5. Pro Forma Financial Statements - not to exceed three pages
6. **Must be submitted via email in PDF format by 5:00 p.m. CST, March 26, 2019, to [VandV@tcu.edu](mailto:VandV@tcu.edu)**

### Competition Evaluation Criteria

Written Business Plan	20%
Values-Centered Enterprise	20%
Presentation	20%
Viability of Company	40%

## **Procedures at the Competition**

### **Day One**

1. Concurrent Presentations: All teams grouped by flight. Top team from each flight advances.
2. Lightning Round: Second-place teams from each flight compete consecutively. Top two advance.
3. Finalist Announcement: Dinner off campus and announcement of finalists.

### **Day Two**

1. Finalist Presentations: Consecutive presentations by all finalists.
2. Elevator Pitch Competition: One member from each non-finalist team may participate in a 90-second elevator pitch.
3. Bolin Innovation Forum: Transformational thought leaders share their innovative insights.
4. Awards Ceremony on the TCU campus.

## **How to Apply**

1. Read and follow all rules.
2. Submit Intent to Compete (nonbinding) online at [www.neeley.tcu.edu/VandV](http://www.neeley.tcu.edu/VandV) beginning October 15, 2018.
3. Submit application and executive summary of venture concept online at [www.neeley.tcu.edu/VandV](http://www.neeley.tcu.edu/VandV) by 5:00 p.m. CST, February 27, 2019.
4. Universities may submit more than one application, but only one team/plan per university is allowed for the competition.
5. All venture concepts must meet eligibility criteria and abide by the Values and Ventures® Competition official rules.
6. Not all who apply will be invited to participate. Participants will be selected based on the strength of the application, executive summary of the venture concept and short answer questions.
7. Universities selected to compete will be notified by March 1, 2019.
8. Selected universities must submit complete business plans (one per university) formatted according to the Values and Ventures® Competition official rules by 5:00 p.m. CST, March 26, 2019, to [VandV@tcu.edu](mailto:VandV@tcu.edu).

## **Confidentiality**

The TCU Neeley School of Business cannot guarantee the confidentiality of any concept presented. While every effort is made to safeguard submissions, neither judges, mentors, reviewers, faculty, staff nor observers are required to sign a non-disclosure agreement. Presentations are open to the public. By entering the competition, team members and participating universities agree that TCU Neeley may broadcast, videotape, photograph or otherwise duplicate the presentations made during the Values and Ventures® competition.

## **Contact**

Matt Smilor  
Director, Values and Ventures Program  
TCU Neeley Institute for Entrepreneurship and Innovation  
817-257-6797  
[m.smilor@tcu.edu](mailto:m.smilor@tcu.edu)