

TCU Neeley School of Business

# VALUES and VENTURES<sup>®</sup>

## COMPETITION

### Rules and Guidelines

#### ELIGIBILITY: Undergraduate Students Only

- **Eligible U.S. Students and International Students:** Only currently enrolled undergraduate college students taking classes during the 2021-22 academic school year (August 2021 – May 2022) are eligible. Students who completed their studies and will graduate in December 2021 are also eligible, provided they have not started graduate school or are taking graduate-level courses at the time of the competition.
- **Ineligible Students:** Undergraduate students who completed courses and graduated prior to December 2021, are enrolled in a graduate program, or are taking graduate courses are ineligible to compete. They may be listed on the team, provided there are at least two undergraduate students also on the team. Graduate and graduated students on the teams may attend the competition, but will not be permitted to pitch, present or take part in any Q&A.
- **Ventures that have participated and won money in previous Values and Ventures competitions are not eligible.**

#### Fees and Expenses

**We do not charge a fee to participate in the competition and we cover lodging and some transportation.**

#### Team Composition and Participation

- A university may have as many applications/ventures as they would like, but a maximum of only **1 team/plan per university** will be selected for the competition.
- Teams are to be composed 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.

#### Pitch Presentations for Finalists

Teams are assigned times to pitch to judges with the following time limits strictly enforced:

- 8 minutes for presentation with visual aids
- 8 minutes to respond to questions from judges

## 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 for the Values and Ventures competition must be for-profit, values-centered enterprises. Nonprofit ventures are not allowed.
- Plans must demonstrate a societal or environmental need to be filled, as well as the profitability of the business.
- Plans that are not in keeping with the values of TCU or otherwise deemed unethical or objectionable will not be considered.

Examples of Values-centered Ventures:

- 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

Learn more about the [common components of a values-based company](#).

### Contact

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