

Final Submission Materials Guidelines

THIS FORM IS ONLY A PREVIEW. FINAL SUBMISSION MATERIALS MUST BE SUBMITTED THROUGH WWW.COZADCOMPETITION2010.STUDENTBUSINESSES.COM

Venture Pitch Materials Submission

A complete 5-page summary from each of the competing teams will be due via the Cozad New Venture Competition website **5:00 pm CST on Wednesday, February 17, 2010.**

Written venture summary documents must be limited to five pages (text must be typed, double-spaced, 12-point font, and 1" margins on all sides). The five page summary should address the following questions:

- What is the product or service and what does it do? Emphasize benefits, not just features.
- How is the envisioned product/service unique? If your venture is a high-tech one, you can address the underlying technology here.
- Who will buy it? What characteristics do the customers have?
- What customer pain does the product/service address?
- What is the estimated market potential?
- What is the likely intellectual Property (IP) protection for the product/service idea?
- Who owns the current IP associated with your product/service idea? What is your IP plan?
- What are the steps needed to get to a functional prototype? How much will this cost?
- Is your idea feasible? Provide proof of the feasibility of your concept.
- What are the barriers to entry associated with this market?
- What is the competitive advantage of the product/service idea?

Teams must also submit a PowerPoint presentation of their venture idea. Presentations must not exceed 20 slides, with a file size of 7 MB or less. Judges will evaluate written summaries and presentation files.

Only specified formats will be accepted. Teams who submit only unaccepted formats by the deadline will be disqualified.

Changes to Your Submission Materials

Once your written summary and slides are submitted on February 17, 2010, these will be provided for review by the judges, and teams will receive written feedback on your plan from the judges by Thursday, February 25. For teams selected as finalists, changes may be made to the written summaries and presentation files until March 4, 2010. On March 4, 2010, submission materials will be sent to the competition judges, and no further changes to written documents will be allowed.

However, if finalist teams feel the need to modify their materials, when making oral presentations during the Finals Event, they can incorporate these changes into their presentations.