



Little Bang! Poster Competition – Session 2

POSTER SESSION EVENT: *Thursday, February 11, 2021 • 6-8 p.m. via Zoom*

REGISTRATION / POSTER SUBMISSION DEADLINE: ***Thursday, February 4, 2020 at 12 p.m.***

The Little Bang! Poster Competition is open to currently enrolled students at the high school, community college, undergraduate or graduate level. The program is designed to help students define their business idea and communicate it concisely using a poster and 90 second pitch. **This is an entry-level competition. No prior business experience is necessary.**

This is the second in a series of three sessions meant to support students on their entrepreneurial journey and is intended to promote new venture ideas. The third and final session will take place May 13, 2021. Prize money will increase as the series progresses.

Session 2 Awards

Little Bang Session 2 will offer the following monetary awards:

- Up to ten (10) \$500 Awards – *all currently enrolled student teams are eligible*
- One (1) \$5 People’s Choice Award – *UC Davis student teams only*
- Up to one (1) \$500 BioInnovation Award – *UC Davis student teams only*
- Up to two (2) \$500 Global Sustainability and Social Innovation Awards – *UC Davis student teams only*

Market Research for Your Poster

1. The first step in developing your poster is to define the problem you’re solving (along with your solution).
2. Test whether you are working on the right problem by talking to at least five (5) different people about it (not your roommate or your mom). For each assumption you make, you should be able to answer, “How do you know that?” based on these interviews. If you competed in Session 1 talk to at least five (5) additional people.
3. Craft or refine the problem and solution based on what you learn from your interviews. Be sure that your poster shows who you talked to and reflects the findings of these conversations.

Preparing Your Poster

Posters should measure 36 x 48 inches (portrait or landscape). Templates are available to download from our website. Posters should include but are not limited to the following information:

- **Business Idea / Overview:** Describe the new venture in 1-2 sentences. Use a logo, pictures and graphics wherever possible. Describe what you're doing, who it's for, and how you're special.
- **What (problem and solution):** What is the problem you are solving? How will your business idea help solve this problem? What did you learn from the five (or more) people you interviewed? ***Include the names/titles of those you interviewed on your poster.***
- **Who /Where (target market):** Who are the primary users of the product/service? Who is the customer (i.e., the decision maker)? What is your target market? Describe the buyer of your product/service.
- **How (differentiation):** Is there someone already doing the same thing? If so, how is your solution better or different?
- **What's new:** If your team has previously competed in any Little Bang! session be sure to show what is new, different or evolved. How are your ideas changing and developing as you move forward?

Participation and Submission Guidelines

Contestant posters will be shared publicly via a website in advance of the competition. On the night of the competition, participants will introduce their posters via Zoom to spectators and other competing teams for informal feedback, questions and comments. Then all participants and spectators will gather to hear each team's 90-second pitch.

Teams must register and upload their posters by Thursday, February 4, 2021 at 12 p.m.:

- 1) Register: <https://docs.google.com/forms/d/e/1FAIpQLSeEEg9eZXJr-6xjXDFaCKDU2Zb5pswIFecDAPRA8I0x4woxhQ/viewform>
- 2) Upload via email a high-resolution PDF of your poster to:
Session.4fxexia3jhnxt39@u.box.com
Use this naming format:
TeamName_First name_Last name_Phone number_Email address_POSTER.pdf
e.g., Changemakers_Jane_Smith_5305551212_jzsmith@ucdavis.edu_POSTER.pdf

Rules and Regulations

- Entrants must meet all registration/submission deadlines and competition guidelines.
- Ideas submitted as part of a teams' new business venture must represent the original work of the team members.
- Any business idea that won a Little Bang! award in a past academic year is not eligible to compete.
- Only one submission of a new business venture per team is permitted.
- Individuals may be a member of only one team. Teams may be as small as one person. There is no maximum number of team members. Typical team size is between one and four members.
- The university reserves the right to disqualify, at its sole and absolute discretion, any team from the competition at any time for any reason. Reasons for disqualification may include but are not limited

to negative behavior that diminishes the learning opportunities of other competitors, plagiarism and any other form of academic dishonesty, misappropriation or infringement of the intellectual property of others, and/or any failure to comply with these guidelines. Disqualified teams shall forfeit any and all prizes awarded to them.

- Prize money will be awarded to a designated team member and not the business entity. A team is responsible for dividing awards among team members. It is not mandatory for the award money to seed the start-up.
- To be eligible for an award at least one team lead must participate in Session 1 in its entirety and must be present at the end of the session.
- Teams may not compete if the new venture has already received funding from any outside sources (i.e. angel investors, venture capital, money from other competitions, etc.) totaling more \$5,000 by the Start of the Fall Quarter 2020. Investors and dates of funding must be disclosed at registration.
- For UC Davis student awardees, UC Davis Student Accounting will deduct outstanding student debts before award payout.
- Session 2 awardees agree to:
 1. Write a one-page (minimum 500-word) blog post establishing milestones for developing their business idea and reflecting on lessons learned participating in Little Bang!
 2. Complete an awardee payout form and submit a selfie with their award certificate.
 3. Participate in Session 3 of the Little Bang! Poster Competition on May 13, 2021
 Awardees not meeting deadlines or completing all three requirements will forfeit their awards.

Judging Criteria

Judges will be a mix of successful entrepreneurs, alumni, venture capitalists, angel investors or professional service providers working within the university or business community. Judges will score your poster on the following factors using a five-point scale:

1	<i>Content</i>	Does the poster contain all the required elements and address all prompts in the guidelines?
2	<i>Poster Quality</i>	Clarity of message, attractiveness, professionally prepared. Does the poster generate interest in the concept without verbal explanation?
3	<i>Pitch Quality</i>	Clarity of message, professionalism of the presenter. Does the pitch generate interest in the concept and clearly explain the venture?
4	<i>Quality of the Idea</i>	Is the new venture idea well thought out? Does it have potential for impact – social, environmental, financial? Is it realistic, feasible?
5	<i>Judge's Impressions</i>	Why should a judge or potential customer, investor or supporter care about this proposal? Did the poster convey enough important insights into the problem, proposed solution and business proposition?
6	<i>Extra Credit</i>	Teams that attend New Venture Coaching or Little Bang Office Hours will receive one extra point per session. (3 points max)

Awards

In addition to awarding up to ten \$500 awards to all eligible student teams, the following awards are available to *UC Davis student teams only*.

People's Choice Award - \$500

One People's Choice award of \$500 will be awarded to the UC Davis student team with the most votes among attendees of Little Bang Session 2.

BioInnovation Award - \$500

One BioInnovation award of \$500 covering supplies and materials to work and prototype in the [TEAM](#) Molecular Prototyping and BioInnovation and/or electro-mechanical prototyping labs is available to award to UC Davis students during each poster session. BioInnovation includes work rooted in the engineering of, for, and/or with biology. This award recognizes and encourages teams whose technologies are focused and rooted in BioInnovation and that may benefit from the opportunity to continue the work on their idea in the lab.

Global Sustainability and Social Innovation Awards - \$500 (2)

Up to two \$500 Global Sustainability and Social Innovation Awards will be awarded to the selected UC Davis student teams. To be eligible:

1. The new venture must address at least two of the United Nations Sustainable Development Goals (UNSDG's). <https://sdgs.un.org/goals> When you register you will list the two UNSDG's that your venture addresses.
2. The team must be multi-disciplinary, with UC Davis students from at least two different fields of study: for example, engineering and wildlife biology or managerial economics and design.

Questions

Contact Little Bang! program coordinator Lindsay Lowry at lalowry@ucdavis.edu or (530) 752-1827 or Sumiko Hong, Special Projects Manager at skohong@ucdavis.edu or (530) 219-9273.