



## 2020/21 UC Davis Big Bang! Business Competition GUIDELINES, DELIVERABLES AND JUDGING CRITERIA

### PART I: GENERAL RULES AND ELIGIBILITY

1. To qualify for the competition, a proposed venture/idea must:
  - Be scalable long term. This criterion will mean something different for each business. Scalability takes into account the business' potential for growth and impact.
  - In early stages (including proof-of-concept), existing business must have not obtained \$250,000 or more in equity funding, grants, other business competitions or sales prior to the Big Bang! final registration date. *Note: University research grants and debt do not qualify as equity funding.*
2. At least one **founder** of the venture must be affiliated with an institution of higher education within the State of California. This includes all California-based universities, colleges, city colleges and state schools. Affiliation is defined as currently enrolled students, currently employed staff or faculty, and/or alumni. Participants may be asked to provide proof of affiliation. Additional team members are not required to have an institution affiliation in order to compete.
3. A team may enter the competition twice with the same venture/idea so long as the venture/idea did not win First Place, People's Choice Award and/or a top sector award in a prior competition.
3. The proposed venture/idea may not be a wholly owned subsidiary of an existing for-profit or nonprofit entity.
4. All semifinalist teams must attend the final judging and awards ceremony in-person at UC Davis. *Due to COVID-19, in-person events and travel may be impacted during the 2020/21 season. We remain flexible in accordance with city and state health guidelines.*

### PART II: DELIVERABLES

The competition framework reflects current best practices in entrepreneurship and entrepreneurship training. Our schedule of deliverables emphasizes stakeholder discovery, business model innovation and proactive business development.

Each of the competition's three rounds asks teams to build on past learning and focus on distinct emphasis areas. The following table described the deliverables due for each round of competition. We provide templates and examples for consideration in preparing deliverables.

For specific deadlines, refer to the *Big Bang! Competition Timeline*.

Round 1	Round 2	Round 3
<p>Teams submit executive summary overview of their business idea and biographies of team members.</p> <p>Round 1 team submissions are evaluated by external judges for elimination.</p>	<p>Top 50 teams advance to Round 2. Submissions focus on customer discovery, video pitch and draft pitch deck to explain the business venture.</p> <p>Round 2 team submissions are evaluated by external judges for elimination.</p>	<p>Top 16 teams advance to Round 3 and have the opportunity to participate in optional Dry Run mentoring event.</p> <p>Round 3 teams participate in closed-door final presentations before external judges, and participate in the awards ceremony.</p>
Deliverables	Deliverables	Deliverables
<ul style="list-style-type: none"> <li>• Executive summary (maximum 2 pages)</li> <li>• Team biographies (maximum 1 page per team member)</li> </ul>	<ul style="list-style-type: none"> <li>• 2-minute video pitch</li> <li>• Draft pitch deck (up to 10 slides + 5 optional appendix slides)</li> <li>• 20 customer calls (maximum 5-page summary)</li> </ul>	<ul style="list-style-type: none"> <li>• 10 additional customer calls (maximum 3-page summary)</li> <li>• Revised pitch deck (up to 10 slides + 5 optional appendix slides)</li> </ul>

### PART III: JUDGING CRITERIA

#### Overview

The Big Bang! seeks ventures that show a well-defined market opportunity, demonstrate an integrated strategy for success, and emphasize proactive steps toward successful implementation. Big Bang! judging criteria stem from foundational beliefs regarding determinants of success in two key areas:

- **Business Potential.** Winning ventures link a clearly defined problem with a compelling economic opportunity. Ventures should be designed to fit a specific market and reflect a deep understanding of a core customer and other key stakeholders in that market. In addition to generating impact, ventures should be financially feasible, fundable and scalable.
- **Likelihood of Success.** Winning ventures are made possible by winning teams, and ideas are only as good as their execution. A venture’s business and impact potential depend on the team that stands behind it, and that team’s ability to carry it forward.

In addition, judging criteria for the sponsored sector awards include:

- **Social Entrepreneurship Sector.** Winning venture is the highest scoring venture demonstrating social and/or environmental impact including but not limited to reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and/or the creation of more high quality jobs with dignity and purpose. Successful ventures are prepared to measure whatever impact metrics are identified as a driving mission of the social enterprise (e.g., a reduction in carbon footprint leading to lower utility costs; a reduction in crime translating to lower insurance costs and thus higher profit margins).

- **Food and Agriculture Sector.** Winning venture is the highest scoring food- or ag-related venture from the top 16 teams. The food and agriculture industry is a complex, global collective of diverse businesses that supplies most of the food consumed by the world's population.
- **Energy Sector.** Winning venture is the highest scoring energy-related company from the top 16 teams. The energy industry is the totality of all of the industries involved in the production and sale of energy, including fuel extraction, manufacturing, refining and distribution.
- **Health Sector.** Winning venture is the highest scoring health-related company from the top 16 teams. The healthcare industry (also called the medical industry or health economy) is an aggregation and integration of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. It includes the generation and commercialization of goods and services lending themselves to maintaining and re-establishing health.
- **Technology Sector.** Winning venture is the highest scoring technology-related company from the top 16 teams. Technology is the branch of knowledge that deals with the creation and use of technical means and their interrelation with life, society, and the environment, drawing upon such subjects as industrial arts, engineering, applied science, and pure science.

## Scoring

Judges consider each section equally, focusing on how key details in each area are communicated via the entirety of a venture's deliverables.

### Business Potential (50% of score)

#### 1. Opportunity

- Venture addresses a clearly defined problem
- Venture operates in a market with a compelling economic opportunity
- Venture is designed for a well-defined customer and reflects a deep understanding of other key stakeholders (beneficiaries, partners, employees, investors)

#### 2. Solution

- Venture offers a clear value proposition(s) to its customer
- Venture has sustainable, defensible sources of competitive advantage
- Product or service is innovative and fits the target market
- Product or service has a clear value chain and roadmap

#### 3. Financial sustainability

- Financial projections are based on clear and reasonable assumptions
- Venture has strong revenue model that shows clear understanding of key cost drivers, revenue streams
- Venture has attractive unit economics and margins

**Likelihood of Success (50% of score)**

**1. Implementation**

- Clearly defined vision and growth objectives
- Plan includes a coherent and convincing go-to-market strategy
- Team has a clear execution plan and is prepared to address potential risks
- Venture's core values and legal form support its vision and desired outcomes

**2. Quality of management team**

- Team members demonstrate passion, commitment and resourcefulness
- Team shows relevant and diverse domain and industry experience, business track record, education, access to resources, and strong relationship with advisors

**Sponsored Sector Awards (33% of score)\***

- When judging for sponsored sector awards, each of the above sections will drop to 33% of the total score, and the specific criteria set by the sponsored sector award will be considered as well.