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 business experience is necessary.

This is the third in a series of three sessions that supports students on their entrepreneurial journey and is intended to promote new venture ideas. Session 3 asks participants to engage in market research, customer calls and prepare and present a 90-second pitch alongside their poster. Winners will be announced at the Big Bang! Awards Ceremony on May 27, 2021. Entrants are encouraged to watch past the Big Bang! Workshops and attend New Venture Coaching for assistance preparing their posters and pitches.

**Session 3 Awards**

Little Bang Session 3 will offer the following monetary awards:

- Up to 5 (5) $1,000 Awards – all currently enrolled student teams are eligible
- One (1) $1,000 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) $1,000 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 and/or Session 2, talk to at least five (5) additional people and complete the Customer Call Summary. Template available on the Little Bang! webpage under Session 3 heading.
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 for download on Little Bang! webpage under Session 3 heading. 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. In addition to your pitch, a poster and five customer calls documented on the Customer Call Summary are required.

Teams must register and upload their posters and call summaries by Thursday, May 6, 2021, 12 p.m.

1) Register: https://docs.google.com/forms/d/e/1FAIpQLSedJoQAazOfGTsDR2rVVyDD2b9-IcgfnTxDfprOqB9aN8w/viewform
2) Upload via email a high-resolution PDF of your poster and a PDF of your call summary to: Posters.2ajwztkn5xg6ywh0@u.box.com
   
   Use this naming format:
   
   TeamName_First name_Last name_Phone number_Email address_POSTER or CALL SUMMARY.pdf
   
   e.g., Changemakers_Jane_Smith_5305551212_jzsmith@ucdavis.edu_POSTER.pdf or Changemakers_Jane_Smith_5305551212_jzsmith@ucdavis.edu_CALL_SUMMARY.pdf

Rules and Regulations

- Team must include at least one currently enrolled student at the high school, community college, undergraduate or graduate level.
- 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 3 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 3 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. Submit a selfie with their award certificate.
  3. Complete an awardee payout form.

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:

<table>
<thead>
<tr>
<th></th>
<th>Content</th>
<th>Does the poster contain all the required elements and address all prompts in the guidelines?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Poster Quality</td>
<td>Clarity of message, attractiveness, professionally prepared. Does the poster generate interest in the concept without verbal explanation?</td>
</tr>
<tr>
<td>3</td>
<td>Pitch Quality</td>
<td>Clarity of message, professionalism of the presenter. Does the pitch generate interest in the concept and clearly explain the venture?</td>
</tr>
<tr>
<td>4</td>
<td>Quality of the Idea</td>
<td>Is the new venture idea well thought out? Does it have potential for impact—social, environmental, financial? Is it realistic, feasible?</td>
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</tbody>
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Awards

In addition to awarding up to five $1,000 awards to all eligible student teams, the following awards are available to *UC Davis student teams only*.

**People’s Choice Award - $1,000**
One People’s Choice award of $1,000 will be awarded to the UC Davis student team with the most votes among attendees of Little Bang Session 3.

**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 - $1,000 (2)**
Up to two $1,000 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](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 jalowry@ucdavis.edu or (530) 752-1827 or Sumiko Hong, Special Projects Manager at skohong@ucdavis.edu or (530) 219-9273.