



# 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.
  - Not have obtained \$250,000 or more in equity funding, business development grants, other business competitions or sales prior to the Big Bang! Round 1 registration date. *Note: Research grants and debt do not qualify as equity funding. Previous funding or awards are subject to review and qualification decision by competition administrators.*
2. At least one **founder** of the venture must be affiliated with an institution of higher education within 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 in no more than two years with the same venture/idea. The team is only eligible for the second year if the venture/idea did not win a prize in the first year.
3. The proposed venture/idea may not be a wholly owned subsidiary of an existing for-profit or nonprofit entity.
4. **All finalist teams must have at least one member attend the final judging and awards ceremony in person at UC Davis.** No prizes will be awarded to a team that is not present at the awards ceremony.

## PART II: DELIVERABLES

The competition framework reflects current best practices in entrepreneurship and entrepreneurship training. The 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. Templates and examples are provided for consideration in preparing deliverables.

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

All Big Bang! teams must register and submit deliverables through the competition platform, [StartupTree](#), by the deadlines. **No emailed submissions will be accepted.**

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.</p>	<p>Top 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.</p>	<p>Top 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 member biographies (maximum 1 page per team member)</li> </ul>	<ul style="list-style-type: none"> <li>• Two-minute video pitch</li> <li>• Detailed pitch deck (up to 10 slides + 5 optional appendix slides)</li> <li>• Customer call summary (20 calls, maximum 5-page summary)</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation pitch deck (up to 10 slides + 5 optional appendix slides)</li> <li>• Customer call summary (10 additional calls, maximum 3-page summary)</li> <li>•</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 determinants of success in five key areas:

- **Problem / Solution / Value Proposition (20%)**
  - Well-defined problem
  - Well-articulated solution
  - Clear value proposition
- **Customer & Market (20%)**
  - o Clearly defined customer
  - o Well-understood marketplace
  - o Well-structured go-to-market approach

- **Business Model & Plan (20%)**
  - o Well-defined revenue model
  - o Clear financial assumptions (revenue, costs, timeline)
  - o Clear understanding of funding requirements and usage
- **Team & Advisors (20%)**
  - o Relevant domain and functional expertise
  - o Clear roles and responsibilities
  - o Well-positioned and relevant advisors
- **Presentation & Pitch (20%)**
  - o Well-crafted and structured presentation
  - o Well-presented pitch
  - o Clear call-to-action

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

- **Animal Health & Industry Sector.** Winning team is the top animal health-related venture from the finalist teams. The animal healthcare industry involves collaborations among different sectors to promote the wellbeing of animals. It includes the generation and commercialization of goods and services lending themselves to maintaining and re-establishing animal health.
- **Education & Educational Tools Sector.** Winning team is the top education or educational tools-related venture from the finalist teams. The education and educational tools industry (also called the edtech industry) provides products and services to primary, secondary, higher education or vocational education sectors to improve student outcomes, increase educator effectiveness, and enhance operational efficiency.
- **Energy & Sustainability Sector.** Winning team is the top energy and sustainability-related venture from the finalist 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. Sustainable initiatives promote conservation of finite resources and the development of practices that support long-term vitality.
- **Food & Agriculture Sector.** Winning team is the top food- or ag-related venture from the finalist 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.
- **Human Health & Industry Sector.** Winning team is the top human health-related venture from the finalist teams. The human 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 human health.

- **Social Entrepreneurship Sector.** Winning team is the top 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.

**Please note:**

- If your venture is incorporated and you win a prize, the prize will be paid to the corporation. If your venture is not incorporated, it is up to you to decide how to distribute and use the prize money.
- Before prizes are announced and awarded, you should discuss and decide as a team how the money will be used or split.
- **A member of each winning team must be present at the Awards Ceremony to receive the award; otherwise, the team is not eligible to win.**
- Once the UC Davis Institute for Innovation and Entrepreneurship has released funds, the Institute has no further role.