2015 NEW VENTURE COMPETITION GUIDELINES

The rules and requirements for entering teams are as follows:

**Eligibility:**

- At least one Bryant alumnus/a or currently enrolled student need to be a substantive member of the proposed or existing venture.
- The Fall 2015 presentations by finalists may have no more than two presenters per team, although other team members are welcome to attend and to respond in the Q & A if needed. Of the two presenters, at least one must be a Bryant alumnus/a or currently enrolled student.
- Participating teams may not have raised/utilized more than $250,000 in total debt and equity capital, and must have less than $250,000 in revenues. It is not necessary that the teams actually be seeking funding. i.e., they may already have raised the small amount (less than $250,000) of capital they need to reach an initial milestone, or they may have a very cash flow positive business model that essentially requires no outside capital.
- $25 entry fee per team due at registration (waived for current students).

**Submissions:**

**Initial Application Deadline January 31.** (Applications accepted after January 31 are not guaranteed a mentor.)

Any Bryant alumni (including students who have been actively involved in entrepreneurship activities on campus) are invited to register on-line to participate and submit an electronic application for this year’s competition.

The on-line registration requires a $25 processing fee to participate in the competition. It also includes space for a 250 word description of your project. One tip – write your description in word processing program and cut and paste into the application form.

Your description should contain your name and complete contact information and answer the following questions:

What is the name of the product or service?

1. What is the target customer segment(s)? Please describe the segment in terms of demographic as well as psycho-graphic characteristics. For instance,
2. What need or want does your product or service fill for your target segment(s)?
3. What are the key benefits of your product or service for your target segment(s)?
4. What products or services compete with your product, either directly or indirectly?

All applicants will be acknowledged via email, and participants will receive additional information on evaluation criteria. Based on the horizontal or vertical sector in which the business concept resides,
each application received by January 31, 2015 will be matched with at least one mentor. The goal of the mentor is to help move the applicant’s concept forward in potential market viability.

Questions, please call Robin Warde at 401-232-6253.