

Dartmouth Ventures 2015 Startup Competition Rules and Criteria

9-10 April, 2015

- Eligibility – open to any startup team or company having one or more members with a Dartmouth affiliation (i.e.: student, alumnus, faculty, researcher or staff). Past contest prize winners are not eligible to participate. In order to qualify, teams must:
 - Not have received funding in excess of \$100,000
 - Not have annual revenue in excess of \$100,000
 - Not be more than 3 years old (i.e. incorporated no earlier than February 5th, 2012)
- Prizes – There will be a total prize pot¹ of up to \$70,000, distributed as follows:
 - ‘Best in show’ 1st prize: \$25,000
 - ‘Best in show’ 2nd prize: \$10,000
 - ‘Best in show’ 3rd prize: \$5,000
 - ‘People’s choice prize’: \$2,500
 - In-kind services to winners²: Value in excess of \$25,000

*Notes: ¹Prize recipients who have not already incorporated must do so **in order to trigger the prize disbursements, and checks shall be made payable to the incorporated entity; deadline for claiming and processing the prizes is May 10th**. ²E.g.: Legal, IP, Accounting, Marketing, Web services, etc.*

All submissions must be sent in by **midnight 13 March 2015**, to den@dartmouth.edu:

- All submissions must include a one page Executive Summary and a slide deck (10 slides or less, excluding cover and appendix). It is recommended that presentations cover market, value proposition and product, competition, financials (financing needs, projections), timeline and team (disclosing Dartmouth affiliation is required). **Format: One single .pdf file with both items.**
- A primary contact person for each team must be identified.
- Contest entrants understand that the contest is a public competition and that no information disclosed by them will be kept confidential. Further, entrants give permission to Dartmouth College to use the materials they submit for educational or marketing purposes.
- Selected entries will be announced on **18 March** and invited to present on-campus in a semi-final round on **Thursday afternoon, 9 April**. Selected entries will receive two tickets to Dartmouth Ventures. Details will be included in your packet.
- Three (3) finalists will be announced to advance to the final round at the contest mixer on **Thursday evening, 9 April** (campus location TBA), following the semi-final round. The final competition round will be held Friday afternoon, **10 April**, at the closing of the conference. Semi-finalists not selected as finalists on Friday will receive honorable mentions on Friday.
- Presentation schedule for semi-final and final rounds on **9-10 April**- each team will give a 15 minute presentation to a panel of judges (with no interruptions). The panel will then have 15 minutes for Q&A and feedback. Edited/new decks are allowed for presentations (no page limit) but time limits will be strictly enforced.

The DV2015 contest is organized for the benefit and development of Dartmouth-related, early-stage companies. The organizers reserve the right to reject entries by organizations deemed to be beyond the target of DV2015.

- Conference attendees will vote after the final round pitch on **10 April** to select the ‘People’s choice prize’ recipient, which will be announced after the finals along with the rest of the prizes.
- **Submissions will be evaluated on the basis of which business is most likely to create significant social and/or economic value.** Entries will be evaluated and finalists selected by a group of Dartmouth alumni, entrepreneurs and expert business practitioners. Evaluators will focus most of their attention on the following characteristics:
 - Strong team – founders, advisors or other team members who can operate a growing business successfully. A summary that specifies the current team members (disclosure of specific Dartmouth affiliation per team is required), as well as the future team needed to grow the business to scale and exit along with a realistic recruiting strategy is a plus.
 - Size and growth of the market – a realistic addressable market for the startup’s product or service that is large enough and growing gives a startup venture a better chance to succeed. Defining the realistic addressable market for the company’s product or service well is a plus. Being very knowledgeable about the competitors in the target market is a plus.
 - Solid product or service – a product that is built and has paying customers is the gold standard for a solid product or service. A product in beta testing is next best, a product in alpha next, then a product in development, lastly a concept or idea.
 - Sustainable business model – a credible business model that will allow the startup company to efficiently scale to a size that makes it self-sustainable.
 - Feasibility of execution on the proposed plan, as estimated by the contest judging panel.