

## **Gustie Entrepreneur Cup Student Entrepreneurship Competition Competition Rules as of February 1, 2021**

The 2021 \$21,000 Gustie Entrepreneur Cup student entrepreneurship competition showcases the innovative ideas of Gustavus students. Engaging with faculty, coaches, and mentors, students develop their ideas into feasible, scalable business models. Students then present to a panel of judges for the opportunity to win a share of \$21,000 in seed funding.

### **Overview**

The Gustie Entrepreneur Cup incorporates the lean startup method, the Business Model Canvas (BMC), minimum viable products (MVPs), and agile innovation as development tools. This is a more nimble, realistic way to develop venture ideas. This approach has proven to be far more effective than writing traditional business plans, which are static, executable documents, filled with assumptions and projections based only on historical data. For the Gustie Entrepreneur Cup, students are expected to find real answers, use timely data, and integrate important research to develop a business model, instead of isolating themselves and crafting an elaborate plan that will likely be obsolete before the first sale.

### **Important Changes for 2021**

Considering the health concerns of the global Covid-19 pandemic, the 2021 Gustie Entrepreneur Cup will be a virtual event via Zoom. Competition rules and expectations have been slightly modified to adapt to the additional challenges faced in developing and testing business models during these difficult times. The entire event, including the awards presentation, will be held virtually. Payment of prize money will take place in the days following the event.

The lean startup method promotes getting out and engaging with real people to test assumptions and ideas. This activity, however, is much more challenging given the current situation. While preparing for the 2021 Gustie Entrepreneur Cup, students are required to take necessary health precautions, including practicing social distancing, wearing approved masks, and utilizing virtual technology whenever possible.

### **Application**

Students may enter the Gustie Entrepreneur Cup individually or as a team of 2-4 people. To apply for the event, students should visit <https://gustavus.edu/econ-mgmt/cup.php> and click on the "Apply Now" button and follow the entry process through Handshake. Students must complete the event application and provide the following information by the specified application date:

1. Names and biographical information for each member of the team.
2. 150-word executive summary providing a description of the problem/opportunity being addressed, the venture idea, and a one-sentence value proposition. Questions to

consider are: What is the idea, why is it important, and how will it impact the market? Teams should think of the executive summary as an elevator pitch for their idea.

3. Baseline Business Model Canvas (BMC). Based on what is known today, provide brief hypotheses (guesses) for each of the nine elements of the BMC. These initial guesses drive the discovery and research process between the application date and the final presentation at the Gustie Entrepreneur Cup. This is the work that teams will engage in to evolve their idea for final presentation and judging. This is also where teams determine the key hypotheses to test.
4. Gustavus Core Values. Provide a statement about how the venture idea promotes any of the five Gustavus Core Values of excellence, community, justice, service, and faith.

## **Acceptance**

In the event of an overwhelming number of applications, The Gustie Entrepreneur Cup will typically accept up to 8-10 teams. Teams will be selected to compete in the event by the Gustie Entrepreneur Cup leadership. The teams accepted for the competition will demonstrate that their venture idea has the potential to evolve into a feasible, scalable business model, based on the information provided in their application.

## **Eligibility**

The following are the eligibility requirements for the Gustie Entrepreneur Cup:

1. Venture ideas must be legal, ethical, and appropriate in terms of conduct required. Ideas must reflect positively upon Gustavus Adolphus College and be mindful of the Gustavus Core Values, as well as all campus honor and conduct codes.
2. Venture ideas should not violate or infringe on the intellectual property of another.
3. Participants must be current Gustavus Adolphus College students in good academic standing.
4. Past Gustie Entrepreneur Cup participants who did not win the first-place prize will be allowed to reenter the competition in 2021 with the same venture idea, while following the current format and rules. Teams who re-enter the competition with the same venture idea will, naturally, be expected to show significant growth in their business model. Regardless of past competition results, students can reenter the event with a different venture idea.

## **Awards**

New for 2021, the awards for the Gustie Entrepreneur Cup will be as follows:

- First Place - \$10,000 in cash
- Second Place - \$5,000 in cash
- Third Place - \$3,000 in cash
- People's Choice Award - \$2,000 in cash
- Social Responsibility Award - \$1,000 in cash

1. The People's Choice Award is voted on by the event attendees using a third-party app. Attendees choose their favorite venture idea and enter their vote during a designated voting period. The idea with the most votes wins, regardless of how the idea places in the rest of the competition.
2. The Social Responsibility Award is given to the venture idea that is most dedicated to making the world a safer, healthier, more sustainable, and more equitable and inclusive place. This award is not geared toward social ventures, per se, but rather rewards those that weave social responsibility seamlessly into their idea. This award is voted on by the event judges.
3. The People's Choice and Social Responsibility awards are independent and can be combined with other prize money. For example, a first-place team can also win the People's Choice and Social Responsibility Awards, totaling \$13,000 in prize money.
4. Beginning in 2021, students will be judged, in-part, on how they plan to use prize money. Students are expected to use seed money for entrepreneurial purposes.
5. First-place teams will automatically move to the semifinal round in the student division of the Minnesota Cup (<https://carlsonschool.umn.edu/mn-cup>)

### **Preparation and Coaching**

Each team accepted to compete in the Gustie Entrepreneur Cup must do each of the following:

1. Attend at least one 1:1 coaching session with Dr. Tom Clement
2. Virtually connect with a team mentor at least two times leading up to the competition. Each team will be assigned a mentor upon application. Email correspondence does not count toward the two-meeting requirement.
3. Attend at least one virtual pitch preparation session prior to the competition.

### **Presentations**

The presentation format for the Gustie Entrepreneur Cup will be as follows:

1. Each team will have 8-10 minutes to present, depending on the number of participants.
2. Teams must prepare a slide deck using the Gustie Entrepreneur Cup slide template.
3. Following each presentation, judges will have 3-minutes to ask questions of the teams. Judges will have 3-minutes to deliberate before the next presentation.
4. An intermission period will be taken at the halfway point of the presentations.
5. Following the presentations, the judges will deliberate for 30-45 minutes to determine the winners. Winners will be announced immediately following the final deliberation.

### **Judging and Scoring**

A scoring rubric will be used by judges to evaluate teams/ideas competing in the Gustie Entrepreneur Cup. This rubric is available to all participants.

Teams competing in the Gustie Entrepreneur Cup will have their ideas and presentations judged using the following five categories and related criteria. All criteria will be judged based on a six-point Likert-type scale where 1 = strongly disagree and 6 = strongly agree.

**Idea Summary**

- 1. The team provided an understandable description of their idea. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 2. The team offered a clear explanation of the problem/opportunity that led to their idea. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 3. The team articulated an initial value proposition for their idea. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_

**Hypotheses and the Business Model Canvas**

- 1. The initial hypotheses were succinctly stated based on the Business Model Canvas. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 2. The team prioritized the most critical hypotheses to be tested. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 3. The team utilized an effective plan for testing their key hypotheses. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 4. The team clearly used the Business Model Canvas to evolve their idea/hypotheses. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_

**Findings and Execution**

- 1. The team clearly discussed their insights and learning. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 2. The team effectively used their insights and learning to pivot/evolve their idea. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 3. The team pivoted/evolved their proposed value proposition. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 4. The team demonstrated that their idea evolved into a feasible business model. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 5. The team developed a minimum viable product or prototype. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_
- 6. The team articulated an effective plan for how they would utilize the Gustie Entrepreneur Cup prize money to further their idea. 1 – 2 – 3 – 4 – 5 - 6 \_\_\_\_\_

**Gustavus Values**

- 1. The team made a compelling case that their idea represented the following five Gustavus Core Values (1-point each):
  - Excellence \_\_\_\_\_
  - Community \_\_\_\_\_
  - Justice \_\_\_\_\_
  - Service \_\_\_\_\_

Faith \_\_\_\_\_

**Presentation**

- 1. The presentation was professionally delivered. 1 - 2 - 3 - 4 - 5 - 6 \_\_\_\_\_
  - 2. The presentation was well organized. 1 - 2 - 3 - 4 - 5 - 6 \_\_\_\_\_
  - 3. The team provided informative answers to the judge's questions. 1 - 2 - 3 - 4 - 5 - 6 \_\_\_\_\_
- Total Points \_\_\_\_\_