

## **Gustie Entrepreneur Cup Student Entrepreneurship Competition**

### **Competition Rules as of February 10, 2020**

The \$20,000 Gustie Entrepreneur Cup student entrepreneurship competition is a chance for all Gustavus students to showcase their innovative ideas. Engaging with faculty, coaches, and mentors, students will develop their ideas into feasible, scalable business models. Students then present to a panel of judges for the opportunity to win a share of \$20,000 in seed funding.

The Gustie Entrepreneur Cup is based on the lean startup method and incorporates the use of the Business Model Canvas as a development tool. This is a more agile, realistic, and fun way to develop a venture idea by seeking answers to important questions from real people. This approach is far more effective than writing traditional business plans, which are static, executable documents, filled with assumptions and projections based on existing business models and historical data. For the Gustie Entrepreneur Cup, students get out and talk to real people and integrate important research to develop a business model, instead of locking themselves away and crafting an elaborate plan that will likely be obsolete before the first sale.

### **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. The summary provides a description of the problem, the opportunity, the idea, and a one sentence value proposition. Why is this idea important and market-changing? Teams should think of the executive summary as an elevator pitch for the venture 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 will drive the lean startup development process between the application date and the final presentation at the Gustie Entrepreneur Cup event. 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 or all of the Gustavus Core Values of excellence, community, justice, service, and faith.

### **Acceptance**

The Gustie Entrepreneur Cup will typically accept 6-8 teams each year. 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. All 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 2020 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**

1. New for 2020, the available seed money awards for the Gustie Entrepreneur Cup will be awarded as follows:

First Place - \$10,000 in cash

Second Place - \$5,000 in cash

Third Place - \$3,000 in cash

People's Choice - \$2,000 in cash

2. The People's Choice category is voted on by the event attendees using a third-party phone app and is completely independent from the other awards. Attendees choose their favorite team and enter their votes during a designated voting period. The team with the most votes wins, regardless of how they finish in the rest of the competition.
3. Participating teams are not allowed to enter a People's Choice vote.
4. People's Choice seed money can be combined with other money. For example, a first-place team can also win the People's Choice, for \$12,000 in total seed money.
5. Beginning in 2020, 50% of seed money will be distributed to teams up front with the remainder on an as-needed basis. The remaining 50% of seed money will be held and students are asked to submit a request for funds, including the amount and purpose. Students are expected to use seed money for entrepreneurial purposes.
6. 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, Director of the Gustie Entrepreneur Cup.
2. Connect with a team mentor in person, by phone, or by video chat 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 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 9 minutes to present. Timing will be provided by event staff.
2. Teams will be required to prepare a slide deck using the approved Gustie Entrepreneur Cup slide template.
3. At the end of each presentation, judges will be given 3 minutes to ask questions of the teams. Judges will then be given 3 minutes to deliberate before the next presentation.
4. An intermission period will be taken at about the halfway point of the presentations.
5. At the conclusion of the presentations, the judges will engage in a final 45-minute deliberation to select the winners of the competition. Winners will be announced immediately following the final deliberation.

## Judging and Scoring

A scoring rubric will be used by judges to evaluate teams competing in the Gustie Entrepreneur Cup. This rubric will be made available to all participants on the event homepage on the Gustavus website.

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 a sound 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 devised an effective plan for testing their key hypotheses. 1 - 2 - 3 - 4 - 5 - 6 \_\_\_\_\_
- 4. The team effectively utilized the Business Model Canvas to update their hypotheses. 1 - 2 - 3 - 4 - 5 - 6 \_\_\_\_\_

Results and Findings

- 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 their idea. 1 - 2 - 3 - 4 - 5 - 6 \_\_\_\_\_
- 3. The team 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 \_\_\_\_\_

Gustavus Values

- 1. The team made a compelling case that their idea represented the following 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 \_\_\_\_\_
- Total Points \_\_\_\_\_