



# Business Concept Competition

## **Spring 2018 Business Concept Competition**

**Thursday, April 5 | 5:30 – 7:30 PM | Colusa 100 A & B**

The Center for Entrepreneurship and the College of Business at California State University, Chico, in conjunction with the Chico Entrepreneurial Association, are proud to sponsor the Spring 2018 Business Concept Competition (BCC), which kicks off eMonth and enables the winners to compete in the next-stage competition— the **Future Four**.

### How the Contest Works

**The Business Concept Competition is designed to help you turn your solution to a pressing problem into what may become *your own business*. This is your chance to bring a business idea into the world. It's fun and a chance to win some prize money too.**

- 1) Students or teams from any major on the Chico State campus may enter the contest. Submissions limited to companies/students in a PRE-SALES stage of development (beta sales are acceptable).
- 2) Submit your abstract. Read the attached Abstract Submission Guidelines at the end of this document. All entries must be made using these as a model, with as many suggested topic areas as possible. Contestants should visit Glenn 217-221 for assistance and questions.
- 3) Contestants will submit their completed Business Concept Competition abstract **by email only** to:
  - Fallon Nevarez, Coordinator for the Center for Entrepreneurship: [fnevarez@csuchico.edu](mailto:fnevarez@csuchico.edu)
  - **Abstract submission deadline: Thursday, March 15, 2018 at 5:00 PM. Late entries will *not* be accepted.**
- 4) Up to 12 highly ranked contestants will be notified via email if they are a finalist and asked to present their business ideas in the BCC finals on **Thursday, April 5 at 5:30 PM in Colusa 100 A & B** to a panel of judges.
- 5) There will be a *workshop for the finalists* to prepare prior to the BCC finals to hone their presentation skills.
- 6) Each contestant will have **4 minutes to present a slide deck** and answer 5 minutes of questions. At the conclusion of presentations, judges will award prize money and determine the 1st, 2nd, and 3rd place winners.

### Contest Prizes

- **1<sup>st</sup> Place** ... \$300 and a spot in the Future Four
- **2<sup>nd</sup> Place** ... \$200 and a spot in the Future Four
- **3<sup>rd</sup> Place** ... \$100

### The Future Four Competition

The 1st and 2nd place teams will continue onto the **Future Four** on **Friday, April 27** at Humboldt State in Arcata, CA—a multi-school competition featuring the best student business ideas from CSUs all over the North State and a chance for more prize money.

What We Do at the Center for Entrepreneurship

The mission of the Center for Entrepreneurship at California State University, Chico is to provide resources and mentoring to all currently enrolled students.

The Center offers access to the [Chico State Accelerator Fund](#), a fund that provides direct support for businesses developed by Chico State students. The center will provide assistance to interested, highly motivated students with clearly viable business concepts/plans to present to the College of Business Due Diligence Advisory Committee.

To learn more about mentoring assistance and potential investment capital available to students, please contact:

**Peter Straus**

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**Fallon Nevarez**

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**See Abstract Guidelines on next page**

### **Abstract Submission Guidelines**

- No longer than 2 pages in an MS Word or PDF format, font no smaller than 11 point font, line spacing 1.5.
- Please list your name, email, and phone numbers as a header
- Key elements expected
  - Venture title
  - Problem-Solution coupling
    - Present a highly compelling problem, its accompanying pain, and a commercially viable solution
  - Product/service descriptions
    - You may also insert a blueprint or picture of your product/service
  - Key functions/utilities of the proposed products/service
  - Value propositions to customers/investors
  - Business model (how to make your money)
  - Target markets
    - Market availability
    - Market size (reasonably estimated)
  - Key technology
    - Technological/operational feasibility
  - Some other critical factors of your proposed product/service
- Abstracts will be reviewed by an impartial group of judges, according to the guidelines above, plus:
  - Originality or uniqueness of the idea
  - Market feasibility (existence of a market void)
  - The likelihood of immediate or short-range gains
  - Scalability of the idea
  - Overall impression

All abstracts must be submitted no later than **Thursday, March 15, 2018 at 5:00 PM** to

[fnevarez@csuchico.edu](mailto:fnevarez@csuchico.edu)

**PLEASE SUBMIT ALL ABSTRACTS VIA EMAIL SO THEY CAN BE EASILY  
DISTRIBUTED TO THE JUDGES.**