

# UWM QUALIFYING COMPETITION FOR WISCONSIN BIG IDEA TOURNAMENT – 1<sup>ST</sup> PLACE \$1,500, 2<sup>ND</sup> \$1,000, 3<sup>RD</sup> \$800



Thank you for your patience while we sort out the UWM qualifying competition for Wisconsin Big Idea Tournament details. We were going to host this competition in March however, with recent events we needed to pivot. So please bear with us as we roll out details. Do not hesitate to reach out if you have any questions.

Below is the information you need to know for submitting to the competition in this new format. We are seeking written responses and allowing video links to supplement information. Have fun with your submission; we know you're creative, use it! Any current UWM student can apply.

## What is the Wisconsin Big Idea Tournament?

This statewide competition is open to all UW students with the exception of UW Madison students. UWM is honored to host the fourth UWM qualifying competition. This competition focuses on the entrepreneurs' journey and experience with Lean Launch methodology.

In previous years, our winners were sent to a state competition. Last year Amy Narr (UWM Winner) won the state competition and advanced to Nationals. At this time we are unsure if there will be a State competition due to COVID-19.

UWM is excited to still offer cash prizes: first place \$1,500, second place \$1,000, and third place \$800.

## What is the outline of the competition?

- LEC has an open call to any current UWM student
- Student deadline closes April 29, 2020 at 11:59pm
- 5 to 7 submissions move to round two
- Students chosen for round two will be invited to a Q&A session with judges
- Students participating in the call will be given 90 seconds to pitch, then judges can ask questions and receive answers for up to 7 minutes. The judges will have two minutes to reset and we will go to the next person.
- Winners will be announced at the Expo

## What do you need to submit?

Submissions should include the following information (but not limited to)

- Introduction to who you are (and your team if applicable)
- A description of your startup
- How the Lean Launch process has influenced your startup journey (customer discovery, minimal viable products, etc.)
- What are your value propositions?



- Who is/are your customer(s)?

Submissions are accepted in two ways.

- Option 1: 500 word (max) essay
  - Document must include: Your name, your major, team member names, startup name, and email in the top left corner
  - A 500 word (max) essay outlining the information above, content over 500 words will not be considered
  - Essay must be submitted as a PDF
  - Images are welcomed
  - Don't shy away from displaying personality in your submission
- Option 2: 300 word (max) essay AND a 30 second to 45 second video
  - Document must include: Your name, your major, team member names, startup name, email, video link (hyperlinked) in the top left corner
  - A 300 word (max) essay outlining the information above, content over 300 words will not be considered
  - Essay must be submitted as a PDF
  - Images are welcomed
  - Don't shy away from displaying personality in your submission
  - Video
    - Video can take the place of information you did not share in the essay or it can elaborate on information in the essay.
    - Must be published on Youtube or Vimeo with no passwords required
    - Include the video link in the top left corner with the other required info

### **How do you submit?**

Email your PDF essay to Nicole Powley: [nicole@uwmrf.org](mailto:nicole@uwmrf.org).

The subject line must say: WBIT submission <Insert last name>

The body of the email should have the following info: name, your major, any team member names, startup name, email, and link if applicable

### **What is the timeline?**

Submission Deadline: April 29 11:59pm

Notification of round two: May 1, end of day

Q&A session with judges: May 4 at 10am

Announcement of winners: TBD

