Student Guidelines for Bob Mark Business Model Competition

1. Submit your online application to compete by November 21, 2018 at bit.ly/bobmarkcompetition.

2. Due to time constraints, there will be a limit of 15 teams. Teams will go through a pre-screening process based on maturity of their business model. Teams who upload a draft Business Model Canvas will be given priority. More about the Business Model Canvas can be found at youtube.com/watch?v=IP0cUBWTgpY. A blank copy can be downloaded at the Husky Innovate website mtu.edu/honors/ice/husky-innovate.

3. Identify key business model hypotheses using the Business Model Canvas.

4. Explain your customers’ “pain points” and how your value proposition will solve their problem. A good pitch is generally informed by at least twenty customer discovery interviews.

5. Test your hypotheses with customers, prospective partners, and relevant ecosystem participants through the customer discovery process.

6. Explain how through the customer discovery process you have developed and validated your business model and/or if you needed to iterate and pivot your business model.

7. You will have a 4-5 minute time limit to present an overview of the process that you used.

8. The maximum number of presenters is three, but team size can be more.

9. Submit up to five PDF slides per team. Slides must be submitted to lcasper@mtu.edu in advance by Monday, December 3, 2018. If you have a schedule conflict and need to present early or late, please let us know in advance (by December 3rd), and we will try to accommodate you.

10. Feedback will be held to two minutes. Judges may ask questions or provide helpful feedback to each pitch contestant.

11. Your idea pitch may not involve illegal or inappropriate activities. The idea pitch must be in accordance with Title IX University guidelines for student conduct. mtu.edu/conduct/policies/student-conduct