



Eligibility Requirements for The Big Idea Competition 2017

While The Big Idea Competition is focused on making real startups successful, the overarching objective is learning and building experiences that create bridges of relevance to the careers and activities of students beyond life at Colorado College. In short, learning is paramount.

The Big Idea Competition Rules and Requirements

1. The focus of The Big Idea competition is creating actual startup ventures, and not simply a pitch competition. The competitive calendar is simply intended to create more focus and coordination of resources to this end.
2. Teams shall be made up of at least two (2) members. More members are recommended. However team size is capped at 8 members.
3. At least 50% of the team shall be comprised of currently enrolled Colorado College students, and these students must have an active and founding role in the venture.
4. The presentation team shall include at least 2 members. At least 50% of the presenters shall be active Colorado College students.
5. Other team members may include Colorado College faculty, staff, alumni, or people from the Colorado Springs or broader Colorado community.
6. Teams are encouraged to recruit members to cover the areas of expertise required for the particular startup.
7. All efforts will be made to give teams equal access to the competitive process, and ensure that no team has an unfair advantage.
8. In the event of teams that include members who are not active Colorado College students: the arrangements, such as ownership, financial terms, ongoing future roles, and so on, shall be reviewed by the Innovation at CC Advisory Board. The intent is to create full transparency, and to address any concerns, appropriateness, potential conflict-of-interest, and fairness in advance. Once the advisory board has reviewed and approved such a team, all information will be maintained confidentially and not subject to further review. The board may also establish requirements for change to be approved for the competition.
9. No staff members of The Big Idea program, judges, or other individuals who have a conflict-of-interest may participate on teams.
10. The competition is intended for startup ventures as opposed to already existing operations. Competing teams can be a new startup, or a significant new component or venture of an existing organization. In short, the competition is intended to provide startup seed financing to advance an early stage startup.
11. The specific venture entering the competition must have been started within the last 4 years or less.
12. The startup doesn't necessarily need to only exist 'on paper' -- in fact, having actual progress on the startup is a plus. This progress might include a prototype product, early customer validation, or early market traction. However, for those who have measurable progress, the startup must be in an early emerging (early validation) stage.
13. Qualifying teams and startups who have received *limited* previous seed funding are allowed to participate. Any funding received previously may only be from "Friends and Family," "Angel Investors," or "Crowdfunding" efforts. In other words, a team that has received previous funding from a professional funding source (venture capital firms, venture philanthropy firms, foundations, and so on) is not eligible for the competition. The intent is to ensure teams are at an appropriate "early stage" and not unfairly advanced by professional investors.
14. Teams must fulfill all of the requirements and deadlines of the published competitive process.
15. Teams must abide by all intellectual property laws, business laws, and the codes of conduct of the Colorado College



The Big Idea Competition 2016-17 Calendar

When	What	Description
Oct. 6, 2016	Big Idea Kickoff Event	Students who would like to learn about the Big Idea event, what the competition entails, and important dates & deadlines should attend this event.
Oct. 25, 2016	Big Idea Workshop: Core Value Proposition	This optional workshop will educate students about the importance of identifying the core value proposition of their idea(s), and the need to stay true to that core value proposition throughout the ideation process.
Nov. 10, 2016	Big Idea Workshop: Minimum Viable Product	This optional workshop will teach students about the concept of the “MVP” (Minimum Viable Product) and the vital role it plays in executing an idea.
Dec. 1, 2016	Big Idea Workshop: How to Craft a Good Pitch	At this optional workshop students will learn how to craft a compelling presentation to express their ideas to a range of audiences.
Dec. 5, 2016	Registration Deadline for the Big Idea	Teams who want to participate in the Big Idea competition must formally register by midnight.
Dec. 15, 2016	Big Idea Workshop: Financial Modeling	This optional workshop will provide students with useful knowledge about creating and using financial statements. Financial modeling is essential to seeing an idea to fruition.
Jan. 9 – 19, 2017	Dynamic Half Block: Big Idea Intensive Course	While not required, the course covers in greater detail the skills, tips, tools, and content covered in the four Big Idea workshops. Ideally, at least one member from each registered team should participate in the course. (Taught by Patrick Bultema; offered as non-credit; held daily each afternoon at the Morreale Carriage House for the duration of Half Block.)
Jan. 26, 2017	Team Draft Packets Due	Registered teams must submit the full draft version of their packet of materials: Core Value Statement + Executive Summary + Presentation Slides (pitch deck) + Business Model Spreadsheet

The week of Feb. 6, 2017	Feedback Sessions for teams	Teams who have submitted draft packets will present (“pitch”) their ideas and receive feedback from an unbiased panel.
Feb. 13, 2017	Finalists for the Big Idea announced	Up to 5 teams will be selected for the Big Idea competition. All teams who participate in the Feedback Sessions will be notified.
Feb. 16, 2017	Deadline by which Finalist Teams must submit their Final Packets	Upon selection for the Big Idea competition, teams must submit their final, complete packets of materials.
Feb. 22, 2017	The Big Idea competition	Each team will formally present (pitch) to a distinguished judging panel before a large community audience. Q&A from the judging panel will follow the conclusion of each presentation. The panel will select the winning team(s) and allocate funding accordingly.