Seawolf “SharkTank” Competition

Competition Criteria & Requirements
This criteria on which the business model is assessed are the same as for other the Seawolf “SharkTank” Experience and the Future Four competitions.

1. Problem/Solution Set
2. Originality/Uniqueness of the idea
3. Market feasibility (valid/identifiable target)
4. Technological/operational feasibility
5. The likelihood of immediate or short-range gains
6. The scalability of the business idea
7. Overall impression

Round 1 Submission Requirements: Business Model Overview (due 4/3 at 5pm)
Submission instructions: Email your WORD document to Kirsten.Ely@sonoma.edu. Name your file with your company name.

- No longer than 2 pages in a WORD format (12pt font and normal margins)
- Please list your name and contacts, email and phone numbers as a header
- Provide your overview using the following format but remember to make sure you have addressed all of the criteria somewhere throughout the overview.
  -- Venture title
  -- Target Market & Differentiation
  -- Minimum Viable Product or Service description
  -- Business Model Potential & Projections
  -- Any other critical factors of your proposed product/service

Round 2 Submission Requirements: PPT Pitch (due 4/9, to be presented 4/10)
Submission instructions: Email your PPT to Kirsten.Ely@sonoma.edu by 11pm on 4/9, so we can test it on our equipment to facilitate a smooth presentation. Name your file with your company name.

- Five slides only (you will be stopped after the 5th)
- You may cover the criteria in whatever way seems most compelling within the slides.
Competition Criteria & Requirements

What happens if you win?

**Round 1:** The five startups selected from Round 1 submissions will have their businesses profiled and highlighted on Entreprenoma.com as well as being included in a press release.

**Round 2:** The first and second place winners of Round 2 move on to the Future Four competition where they will compete for seed money of $100-2500. Travel for two members of each team will be reimbursed. The Future Four has no entry fee.

Future Four Business Model Competition

The Future Four is a four CSU collaborative between Chico State, Humboldt State, Sacramento State, and Sonoma State to support student startup development, proposed and started in 2014 by Peter Straus, director of Chico State’s Entrepreneurship Center. Two teams from each university compete for a total of eight business team pitches. Sonoma State’s teams are selected via the Seawolf “SharkTank” Experience competition.

The 2015 Future Four competition will be held April 24th at Chico State University. Details will be forthcoming.

Competition Criteria & Requirements

The criteria on which the Future Four Business Model Competition is assessed are the same as for the Seawolf “SharkTank” Competition.

1. Problem/Solution Set
2. Originality/Uniqueness of the idea
3. Market feasibility (valid/identifiable target)
4. Technological/operational feasibility
5. The likelihood of immediate or short-range gains
6. The scalability of the business idea
7. Overall impression

The submission requirements are slightly different.

- A two-page executive summary in the Future Four format (see below for guidelines).
- A 5-10 slide pitch to be presented by participating team members (there are no specific guidelines beyond meeting the criteria).
Executive Summary Guidelines
Submission instructions: Email to Kirsten.Ely@sonoma.edu. Selected startup teams will be given the deadline upon being informed of selection, but the deadline will be at least a week before the competition.

- No longer than two pages in a WORD or PDF format (12pt font and normal margins).
- Please list your name and contacts, 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 insert a blueprint or picture of your product or service
  -- Value propositions to customers/investors
  -- Business model (how to make your money)
  -- Target markets: Market availability and market size (reasonably estimated)
  -- Key technology or characteristic that makes you unique and defensible: Operational and technological feasibility
  -- Any other critical factors of your proposed product/service

Travel for Selected Teams
Entreprenoma will reimburse travel for the two selected teams. Travel includes round-trip mileage and hotel accommodations for two team members from each team for Friday night. In order to receive reimbursement, each team member must fill out the appropriate paperwork as soon as possible after being notified of selection. Sonoma State’s policies will not allow any reimbursement without following the appropriate procedure. Contact Valery Vue at 707-664-2000 for information pertaining to this.

Note: It is expected that you will drive to the competition Friday and return Saturday night. Other details and expectations will be forthcoming to the selected teams.