

MID-MISSOURI ENTREPRENEURIAL SUMMIT'S 2011 BOONE COUNTY IDEA BOUNCE COMPETITION

February 4, 2011 - Reynolds Alumni Center at MU

Who

The competition is open to any individual or team of up to four individuals living in Mid-Missouri.

What

Each individual or team completes a two-page venture idea submission form and submits it online to: maholmes@gocolumbiamo.com

Finalists have the opportunity to compete for prize money.

- First Place - \$1000
- Second Place - \$350
- Third Place - \$150

Where

15 finalists (individuals or teams) will be selected from written entries to present at the **2011 Boone County Idea Bounce Competition**, which is part of the Mid-Missouri Entrepreneurial Summit. The live presentations and judging will be in the Columns Ballroom in the MU Reynolds Alumni Center on Friday, February 4, 2011, from 2:15 p.m. to 4:45 p.m. Winners will be announced at the end of the pitch competition. Participants are invited to a networking reception in the Great Room immediately following the competition.

mo.com will interview the winners for a feature story to be posted online after the event.

When

All entries must be sent to: maholmes@gocolumbiamo.com by 5:00 p.m. Wednesday, January 26, 2011. Those selected as finalists will be notified shortly after the submission deadline. During the live competition on Feb. 4, finalists will have 5 minutes to make a pitch in front of judges and an audience of entrepreneurs.

Why

We believe most people have entrepreneurial potential and can demonstrate that potential with limited assistance. We would be happy to provide assistance to individuals or teams about how to further develop their ideas. Judging will be by at least three community judges recognized for involvement with for-profit ventures.

BOONE COUNTY IDEA BOUNCE COMPETITION ENTRY FORM

- Please return this application by email before 5:00 p.m. on January 26, 2011 to maholmes@gocolumbiamo.com
- ** In submitting this original idea, you are stating that, insofar as you or your team is aware, the venture idea in its current form is your own creation and that the research presented in your responses represents your own personal or secondary research on the idea unless otherwise cited and referenced.

Contact information: Please list accurate contact information for all team members

Name(s):

Email address(es):

Phone number(s):

1. Is your venture for-profit or non-for-profit?

2. Please give a description of your idea or company:

3. Who is your target market or the group of people you wish to reach with this venture?

4. What makes your idea/business unique? What benefits does it bring to your customers or the community?

5. Where are you in the development of this venture? What resources do you have? What resources do you need?

6. What are your financial needs? Are you seeking investors? What can your investors expect as a return and when would they see that return?

7. What would you do with the first-place price of \$1,000 if you win this competition?

8. Is there anything else you wish to share about your idea/business that is not covered on this form?

BOONE COUNTY IDEA BOUNCE COMPETITION JUDGE'S EVALUATION FORM

Judge's name: _____

Name(s) of Presenter(s): _____

Directions: Please evaluate each presentation in each of the categories below. All categories are worth up to 10 points. 10 points should be awarded if the presenter(s) achieve every aspect of a category in a well-presented and thought-out manner. Provide feedback where appropriate in the form of comments.

1. Viability of the idea: Is this a good idea for a business venture? Is there a market opportunity? Does the group have competence and a management understanding? Is there investment potential?

Score out of 10: _____

2. Clearly defined market niche: Was there a clear, exciting and effective description of the market to be served? Is this market appropriate?

Score out of 10: _____

3. Products or Services: Was there a clear description of the product or service? Does the product or service have unique and desirable features and benefits, pricing and a potential proprietary position? Is this product or service currently being developed?

Score out of 10: _____

4. Skills and recourses: Did contestant have a good understanding of personal skill sets, unique capabilities, and characteristics that are required to conduct an initial market trial? Were they able to identify necessary resources and utilize them?

Score out of 10: _____

5. Presentation Skills: Was the presentation clear, logical, meaningful, using good examples and visual aids, and able to maintain your interest?

Score out of 10: _____

6. Questions and Answers: Did contestant understand the questions and appropriately respond with a good use of time, poise and confidence?

Score out of 10: _____

60 _____

Total out of