The Center for Entrepreneurship and the College of Business at California State University, Chico, are proud to sponsor the *Spring 2017 Business Concept Competition (BCC)*, which kicks off eMonth and enables the winners to compete in the next-stage competition—the *Chico State Pitch Party* on *April 12*.

**Overview**
The best businesses begin as a solution to a problem. The Business Concept Competition is designed to help you turn your solution to a pressing problem into what may become your own business.

- Students from any major on the Chico State campus may enter the contest.
- Submissions limited to companies/students in a PRE-SALES stage of development (beta sales are acceptable).
- The FIVE (!) winners of the Spring 2017 BCC will qualify for the *Chico State Pitch Party*—which will be held on *Wednesday, April 12*, at 5:00 pm in *Colusa Hall 100* on the Chico State campus. Winners of the Pitch Party will go on to compete in the Future Four—the final round at Sacramento State.

**How the Contest Works**

1) *Review the Submission Guidelines.* All entries will be submitted in the form of a slide deck, and must be made using these guidelines as a model. Try to include as many of the suggested topic areas as possible. *The slide deck you submit for entry does NOT need to be used in the final competition—in fact, it is recommended that you do not! See the attached SLIDE DECK SUBMISSION GUIDELINES,* or download at [www.csuchico.edu/cfe](http://www.csuchico.edu/cfe)

2) Contestants can attend project workshops to improve their contest entry.

*Workshop dates:*
- *Monday, February 27 | 5:00 PM | Glenn 221*
• Wednesday, March 1 | 5:00PM | Glenn 221

3) Contestants will submit their completed Business Concept Competition slide deck to:
   • Peter Straus, Director of the Center for Entrepreneurship
   • By E-mail ONLY: fnavezacsuchico.edu
   • Deadline: Wednesday, March 8, 2017 at 5:00PM. Late entries will not be accepted.

4) Contestants will be notified via email if they are a finalist in the BCC. Highly ranked contestants (as many as 12, depending on number of entries) will be asked to present their business ideas on Wednesday, March 29 in Colusa 100 at 6:00PM to a panel of judges.

5) There will be a workshop for the finalists to prepare prior to the BCC at 5:00PM on Wednesday, March 22 in the Center for Entrepreneurship, Glenn 221, to hone their presentation skills.

6) Each contestant will have 4 minutes to present a PowerPoint, Prezi, or Keynote (bring your own Apple device!) and answer 5 minutes of questions. At the conclusion of presentations, judges will award prize money and determine the five finalists who will move on to the Chico State Pitch Party.

**Entering the BCC: Slide Deck Judging**
Judging of slide decks will be undertaken by a panel of instructors who have not been involved with contest workshops. The criteria for entry judging are as follows:

- Problem/Solution Set
- Originality/Uniqueness of the idea
- Market feasibility (existence of a market void)
- Technological/operational feasibility
- The likelihood of immediate or short-range gains
- The scalability of the business idea
- Overall Impression

**Contest Prizes**
- First Prize ... $300
- Second Prize ... $200
- Three Third Prize winners ... $100 each
- All five winners of the BCC will move on to compete in the Pitch Party Competition on April 12, 2017.

**The Pitch Party and Future Four Competitions**
The five winners of the BCC will advance to the next stage of competition—the Chico State Pitch Party. The Pitch Party consists of ten finalists—the other five of which were winners from the Fall 2016 Elevator Pitch Contest. The students will make 4-minute presentations to a panel of up to 75 judges, and then fan out into the crowd for an hour of cocktail-like chatter and persuasion, where judges will vote with ‘pitch money’. The two teams with the most votes will continue onto the Future Four on April 21 at Sacramento State—a multi-school competition featuring the best student business ideas from Chico State, Humboldt State, Sacramento State and Sonoma State universities.
**What We Do at the Center for Entrepreneurship**

The mission of the Center for Entrepreneurship at California State University, Chico is to help foster an entrepreneurial culture on the campus of Chico State and to provide mentoring assistance to students who wish to start businesses. Business development assistance through the Center is available to all currently enrolled Chico State students.

The Center offers access to the Chico State Accelerator Fund, a fund that provides direct support for commercially viable businesses that are developed by Chico State students. The center will provide assistance to interested, highly motivated students with clearly viable business concepts/plans to present to the College of Business Due Diligence Advisory Committee, which makes recommendations to the interim dean of the College of Business for project investment.

Furthermore, our partnerships with ChicoStart provides additional room for advancement.

To learn more about mentoring assistance and potential investment capital available to students through the center, please contact:

**Peter Straus**  
Director, Center for Entrepreneurship  
217-221 Glenn Hall  
California State University, Chico  
T: 530 898 4835  
E: pstraus@csuchico.edu  
www.csuchico.edu/cfe

Or

**Fallon Nevarez**  
Administrative Support Coordinator  
219 Glenn Hall  
T: 530 898 4894  
E: fnevarez@csuchico.edu
See next page for **Slide Deck Submission Guidelines**
SLIDE DECK SUBMISSION GUIDELINES

NAME OF BUSINESS or Concept

Submitted by: (name)
Email:
Telephone:

Problem to Solve/Opportunity

• Describe your problem and why it has commercial potential.
  – Scoring criteria (shown in order of importance):
    • Readily definable problem
    • Clearly defined and affected market(s)
    • Highly compelling solution
    • People will clearly pay to have problem solved
My Solution (product or service)

• Describe your proposed solution to the problem (your proposed product or service).
  
  – Scoring criteria
  • Clearly defined solution/link to problem
  • Is there a gap or opening in a clearly id’ed target market
  • Feasible product/service
    – If technical—there is existing or achievable technology
  • Likelihood of immediate or short range gains

Why My Solution Will Work

• Describe how your product or service solves the problem.

  – Scoring criteria (shown in order of importance)
  • Confirmation of need
  • Minimal/manageable competition/will it scale?
  • Ability to produce product/service
  • Short time to start up

PLEASE SUBMIT ALL SLIDE DECKS VIA EMAIL SO THEY CAN BE EASILY DISTRIBUTED TO THE JUDGES