The Center for Entrepreneurship and the College of Business at California State University, Chico, in cooperation with the Chico Entrepreneurial Association (CEA), are proud to sponsor the Spring 2016 Business Concept Competition on April 7th. The competition is open to all currently enrolled Chico State students, including graduate students.

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 may enter from any college on the Chico State campus.
- Submissions limited to companies/students in a PRE-SALES stage of development (beta sales are acceptable).
- The TWO (!) winners of the Spring 2016 Chico State BCC will qualify for the Finals of The Future Four & More Competition—which will be held Friday, April 22nd in Colusa Hall on the Chico State campus.
Here’s how the contest works:

1. **Read the Abstract Submission Guidelines.** All entries must be made using these Submission Guidelines as a model. Try to include as many of the suggested topic areas as possible. Please use font NO smaller than 11 pt.; line spacing at 1.5. **See the end of this document for ABSTRACT SUBMISSION GUIDELINES,** or download at www.csuchico.edu/cfe

2. Contestants can attend project workshops to accelerate their ideas and improve their contest entry. **Workshops will be held prior to CEA meetings in the Center’s office, Glenn 221 on Wednesday, March 2 and Wednesday, March 9 at 5:00PM** Staff from the Center for Entrepreneurship and the CEA will be available to answer questions.

3. At each workshop contestants can learn about the different student organizations affiliated with the College of Business that can help them develop business skills, network, and prepare for their careers.

4. Contestants will submit their completed Business Concept Abstract to:

   Peter Straus, Director of the Center for Entrepreneurship

   **By E-mail ONLY:** pstraus@csuchico.edu

   **Deadline:** Thursday, March 24, 2016 at 5:00PM. Late entries will not be accepted.

5. Highly ranked contestants (as many as 12, depending on number of entries) will be asked to present Thursday, April 7th in Colusa 100A at 6:00PM to a panel of judges. Each contestant will have 5 minutes to present a PowerPoint, Prezi or Keynote (bring your own Apple device!) and answer questions. **Please note, five of the contestants in the Business Concept Competition Finals have already been selected, as they were the top five finishers in the Fall 2015 Elevator Pitch Contest.** At the conclusion of presentations, judges will award prize money and determine the two finalists for The Future Four & More Competition.

6. There will be two workshops for the finalists at 10:00AM and 5:00PM on Tuesday, March 29th in the Center for Entrepreneurship, Glenn 219-221, to hone their PowerPoint and presentation skills.
Abstract Judging
Judging of abstracts will be undertaken by a panel of business professionals and 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

Finalist Selection, Presentations, and Final Ranking
Finalist candidates are scheduled to present to the judging panel on Thursday, April 7th in Colusa 100 at 6:00PM. Each finalist will have 5 minutes to present and answer questions. Final candidate ranking will be determined by the overall quality/viability of business concept and the candidate presentation.

Contest Prizes

- **The Two First Prize** winners will each receive $300, and will move on to compete in The Future Four & More on Friday, April 22nd in Colusa 100.
- **Second Prize** … $200
- **Third Prize** … $100

The Future Four & More Business Concept Competition
As in the past, the winners of the Chico State Business Concept Competition will continue onto a multi-school competition featuring the best student business ideas from Chico State, Humboldt State, Sacramento State and Sonoma State universities. This year, however, there is something new – more schools – we already have firm commitments from St. John’s University of New York and Ft. Hays State in Kansas that they are sending teams. As of this writing, there is still a chance that even more schools will be sending their students.

Judges will be drawn from the greater Northern California area and will include both angel investors and venture capitalists. Prize money has yet to be finalized. Last year’s winner however received cash and equivalents in excess of $15,000.
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
219-221 Glenn Hall
California State University, Chico
T: 530 898 4835
E:pstraus@csuchico.edu
www.csuchico.edu/cfe

Or

Fallon Nevarez
Administrative Support Coordinator
221 Glenn Hall
T: 530 898 4894
E: fnevarez@csuchico.edu

See next page for Abstract Submission Guidelines
Abstract Submission Guidelines

- No longer than 2 pages in a WORD or PDF format
- Please list your name, 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/service
  - Key functions/utilities of the proposed products/service
  - Value propositions to customers/investors
  - Business model (how to make your money)
  - Target markets
    - Market availability
    - Market size (reasonably estimated)
  - Key technology
    - Technological/operational feasibility
  - Some other critical factors of your proposed product/service

All abstracts must be submitted no later than Thursday, March 24, 2016 at 5:00PM to pstraus@csuchico.edu

PLEASE SUBMIT ALL ABSTRACTS VIA EMAIL SO THEY CAN BE EASILY DISTRIBUTED TO THE JUDGES.