

Launch Program Guide



Network with successful entrepreneurs & judges
Get exposure, feedback and support for your idea

Launch is an entrepreneurial idea competition that awards cash prizes to K-State students with new venture ideas. The competition is open to all K-State undergraduate and graduate students or teams from all majors. The competition is for student created, managed, and owned ventures.

KEY DATES

Orientation	September 27, 28 (Business Building)
Executive Summary submission	October 12
Announcement of Finalists	October 26
Finals	November 9 (Business Building)

**The orientations will be recorded and available for viewing on our website*

Please note: All submission deadlines are final. Late applications cannot be accepted and deadline extensions cannot be granted for any reason. The Launch staff encourages each team to submit requirements early so that any technical difficulties can be resolved before the deadline.

CONFIDENTIALITY AND INTELLECTUAL PROPERTY

All submitted information is deemed the property of the participating teams and any licensors. Competition judges and staff do not sign non-disclosure agreements. Teams are strongly encouraged to not provide any specifics or details that are considered to be intellectual property. There will be no penalty in judging when a question or issue is not fully addressed because of concerns over confidentiality.

CONFLICT OF INTEREST STATEMENT

No judge, volunteer, or competition staff member may have any vested interest, equity stake, or financial stake in any of the finalist companies. Any of the previously listed parties that stand to gain financially or otherwise from the success of any finalist company is strictly prohibited. Any such associations will result in disqualification of the team and/or removal of that individual from his or her associated position with the competition.

SPIRIT OF THE COMPETITION

The spirit of Launch is that current K-State students originate, found, and lead the startup idea. Teams not aligned with this vision or not working towards this end may be disqualified (e.g. an existing company run by non-students cannot recruit students only to become eligible for the competition). The Launch staff reserves the right to review companies on a case-by-case basis and make eligibility decisions. Teams that are unsure of their eligibility should contact the Launch staff. The licensing of technologies or commercialization of research that is not the original work of the student team is prohibited. Competitors who promote illegal, illicit, unethical, immoral, or other types of activities, which may be considered unworthy of association with the Launch, may be disqualified.

PRIZE PAYMENTS

Cash prizes for Launch will be awarded and paid to the legal entity where one exists. If no entity exists then the prizes will be awarded to individual student team members in proportion to the capitalization table or proposed capitalization table submitted. Cash prizes will not be paid at any time to non-students outside of an entity. If a non-student holds an equity position as indicated on a capitalization table where there is no entity present, the cash prize will be paid on a pro-rata basis to only the student members listed on the capitalization table. If no capitalization table exists, prize money will be split equally between student team members. Prize awards may be subject to taxation and are the sole responsibility of the entity or person to whom the awards are distributed. Each entity or individual will be required to provide a W-9 before receiving any prizes.

ELIGIBILITY

Students must be enrolled at K-State during the semester the competition is held. The concept and venture must demonstrate student management and ownership. Individuals or teams of no more than four students may submit a concept. Teams must present in-person at the Launch finals.

ENTRY REQUIREMENTS

Launch is for new, independent student-run ventures in the concept stage or seed stage. Concepts must be the original work of the students who comprise the team. For-profit and not-for-profit entities are eligible. Generally excluded from entry are the following: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, and licensing agreements for distribution in the local market. The licensing of technologies or commercialization of research that is not the original work of the student team is prohibited. No person can be a member of more than one team. All teams may participate in future competitions, including finalist teams, but no team may use the same or similar plan submitted in a previous Launch.

COMPETITION FORMAT

Each team will submit an Executive Summary of their idea utilizing the requirements outlined in this document. A panel of screening judges will review the Executive Summaries to select the finalists. The finals will be held on November 9 in the Business Building in conjunction with the Chamber of Commerce After Hours. The event will take place from 5:30 – 7:30pm in the Atrium area on the first floor. Finalists will be given one 6 ft. table for their display, and will proceed to set up around the first floor area. Guests and community members who are in attendance will then be encouraged to visit your table to learn about your business idea. Those in attendance will judge the finals. Please note additional details will be shared with the participating finalists.

EXECUTIVE SUMMARY

All submitted work must be the original work of the team members. Any submission that does not meet these requirements will be eliminated from the competition.

Executive summaries must meet the following

Format requirements:

- No longer than three pages
- At least 10 point font
- At least .75" margins on all four sides
- Must be submitted in PDF format

Suggested Executive Summary Content

Business description

Provide an overview of your product or service, target market(s), customers, unique features, benefits, spinoffs, and environmental impact.

Market

This section should describe your target market (using demographics and/or psychographics). Be sure to utilize primary and secondary market research (cite sources).

Competition

Describe and analyze your key competitors.
How will you differentiate your product/service?

Management

Who is on your team and what education, experience, and talents do they bring to venture? What are anticipated personnel needs now and in future?

Financial Plan

Describe how you calculated sales, expenses, and capital needs. Describe key figures from the financials that justify financial feasibility.

FINALS: ALL DIVISIONS

There will be no guarantee of confidentiality; presenters are encouraged to avoid speaking about topics or items that should remain confidential

JUDGING CRITERIA

Judges will use the following criteria to guide their selection of winners. The judges' decisions are final.

- Likelihood to Launch - 40%
- Innovativeness of the idea - 30%
- Market opportunity - 20%
- Management Capability - 10%