



**Policies Document**  
AY 2017 / 2018

**Fall 2017 Key Dates -**

October 30 - Submission deadline  
November 6 - All Finalists announced  
November 13 - Launch Demo Day

**Spring 2018 Key Dates -**

March 5 - Submission deadline  
March 9 - All Finalists announced  
March 14 - Launch Demo Day

## Introduction

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 from all majors. The competition is for student created, managed, and owned venture ideas.

## How to Qualify

- All undergraduate or graduate students enrolled in Kansas State University during the semester of the competition are eligible to enter.
- Individuals (or teams) simply register for the competition at: [ksu.edu/launch](http://ksu.edu/launch) and submit an executive summary of their concept by the due date. Students selected to present their idea at Demo Day will be notified.

## Submission Requirements

- All submitted work must be the original work of the students. Any submission that does not meet these requirements will be eliminated.
- All submissions are required to include an executive summary.
- Executive summaries 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

## Eligibility

Students must be enrolled at Kansas State University 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. Students selected for Demo Day must present in-person.

Launch is for independent student-run ventures. 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. Teams may submit the same idea that they presented in a previous Launch competition, but if the concept was awarded funding through Launch the team must demonstrate how the business has advanced since the last competition.

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. All submissions are due by 5:00pm (CST) on the due date.

## 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 university 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.

### **Executive Summary and Presentation Judging Criteria**

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

Market opportunity - 30%

Sizable market need presented, with the ability & plan to capture it

Business Model - 30%

Company has a viable plan to grow a profitable business

Management Capability - 20%

Founder / team demonstrates ability to effectively grow company

Product / Service Offering - 20%

Customer focused solution with a clear value proposition

## Demo Day Presentations

- Each presentation room is equipped with a computer and a projector. Teams are encouraged to bring presentation materials on a flash drive to load to the computer prior to their presentation. We also recommend to have a backup of the presentation available. Teams will be allowed in the presentation rooms prior to the start of the competition to test the equipment.
- Each team is allowed up to four minutes to present their idea. Immediately following the presentation, judges will have four minutes to ask questions.
  - Audience members are not allowed to ask questions or comment.
- Time begins when the presenter begins speaking.
- Slide presentations, prototypes, props, index cards, etc. are allowed.
  - Any supporting material must be easily removed from the room within two minutes.
- Presenter must be physically present and give the presentation live and in person.
- Teams must be present to claim prizes.
- Presenters are scheduled to present in random order. A list with the presentation order will be generated the day of the event.
- There will be no guarantee of confidentiality; presenters are encouraged to avoid speaking about topics or items that should remain confidential

## Prizes

Cash prizes for the 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.

### Fall 2017

1st place - \$2,000  
2nd place - \$1,500  
3rd place - \$1,000  
Honorable Mentions (x3) - \$500

### Spring 2018

1st place - \$2,000  
2nd place - \$1,500  
3rd place - \$1,000  
Honorable Mentions (x3) - \$500