



Opportunity Quest
The Dixie State University Business Innovation Competition

STUDENT COMPETITION PACKET

FOR STUDENTS OF DIXIE STATE UNIVERSITY
PROPRIETARY INFORMATION (2014)
OPPORTUNITY QUEST
DIXIE STATE UNIVERSITY
255 SOUTH 700 EAST
St. GEORGE, UT 84770
(435) 652-7500

Opportunity Quest Background	3
Eligibility	3
The Competition Process	4
<i>Round I: Executive Summary and Video</i>	4
Executive Summary	4
<i>The Company</i>	4
<i>The Product(s) or Service(s)</i>	5
<i>The Market and Marketing Strategy</i>	5
<i>Management Team</i>	5
<i>Financial Summary</i>	5
Pitch	6
Judging	7
<i>Judging Criteria</i>	7
Prizes	7
Resources	7
Calendar of Events and Key Deadlines	8
Confidentiality and Agreements	9
Appendices	9
A: The Introductory Paragraph	9
B: Helpful Hints and Evaluation Questions	10
C: Frequently Asked Questions	11

Opportunity Quest Background

Opportunity Quest is a business innovation competition open to all students at Dixie State University. The competition fosters and promotes business growth at the University level by giving students a chance to organize, direct, and present a business idea to a panel of judges. Opportunity Quest provides teams with an educational forum to prepare them for the competition and aid them in the creation and implementation of their business plan.

A cash prize of \$2,500 will be awarded to the team judged to have presented the most plausible and promising business executive summary. The first-place team is also automatically entered as a finalist in the Utah Entrepreneur Challenge. Secondary prizes will also be awarded including cash prizes of \$1,500 and \$1,000 for 2nd and 3rd place teams respectively.

Opportunity Quest is directed by students and involves other students as volunteers. The directors are advised by a board of corporate professionals, as well as faculty members of Dixie State University. The student directors manage the day to day operations of the program.

Opportunity Quest competition is designed to further enhance the entrepreneurial desire of students. This tremendous undertaking has been made possible by generous support from sponsors, mentors, judges, and faculty members at Dixie State University.

Eligibility

Each participating team must be organized and directed by a student at Dixie State University who is enrolled in at least nine credit hours during the Fall semester of the competition (student standing will be verified by Opportunity Quest staff). There are no restrictions regarding other team members and may include students, faculty, family, or professionals and do not need to be residents of Utah. Successful teams have a strong combination of accounting, finance, marketing, and technology skills.

Also:

- Teams may present more than one plan; however, each plan must be registered separately.
- The business cannot be more than two years old (as of August of 2016)
- The business cannot have generated revenues in excess of \$100,000
- The business cannot have any external equity funding (VC, Angels, Grants, etc.)

Even if you do not have an idea, come to the weekly forums to mingle with like minded individuals. This is an excellent opportunity for students to network and communicate with the business community.

The TIE (Technology Innovation Entrepreneurship) Club meet every week Tuesday nights at 7:30pm in the Hazy Business Building on the second floor in the Idea Room. (Glass Room)

The Competition Process

Round I: Executive Summary with a two minute pitch

This phase is open to all students. Begin by coming to the kick off and registering your team. List the team primary contact person's name, phone number, e-mail address, school, as well as the names of other team members. Teams must prepare an Executive Summary addressing fundamental issues of interest to potential investors. It should highlight the most important and interesting elements of the business that lead a potential investor to understand why your venture will succeed. For more specific information refer to the Executive Summary section and the Pitch Section.

The \$2,500 grand prize and other final awards will be announced at the annual Opportunity Quest Awards Banquet on November 18th.

Executive Summary

The Executive Summary is a brief document, which should address fundamental issues that would be of interest to potential investors. Each team's summary should highlight the most important and interesting points of the business, giving potential investors a general understanding of why the venture will succeed.

A cover page listing the venture name, primary contact, mailing address, telephone, and e-mail address must be included in the Executive Summary. **The summary should be no more than four numbered pages in length, including the cover page and any financial information or examples such as tables, graphs, and photos.**

Compressed type is NOT permitted. Font size must be 12-point, and the page must have one-inch margins on all sides.

The following suggested organization is based on the judging criteria as outlined under the Judging Section.

The Company

Explain, in this section, the purpose of the business and why the company will be successful. Include a brief history of the company and its current status, including whether it is publicly or privately held or a start-up. State the long-term objectives and strategy of the company (i.e. to go public, to command 10% of the market share after ten years, to reach \$50 million in sales after five years, etc.). For current businesses describe the company's revenue growth and profitability.

The Product(s) or Service(s)

Identify specific planned products and projects and include information regarding current status, deadlines, expected product life and potential revenue. Distinctive features and user benefits relative to market needs and the product(s)/service(s) of the business should be described. An explanation of any proprietary positions such as copyrights, trademarks, patents, trade secrets, special production processes or technological skills must be included. Include pricing and profit margins both for your product(s)/service(s) and those of your competitors.

Careful consideration of any governmental regulations and/or environmental issues should be included as well.

The Market and Marketing Strategy

Give a detailed description of the needs in the market that the company's product(s)/service(s) will satisfy. Market factors or issues that drive the need for the product and the identity of the consumers should be considered. Assess the market size, anticipated growth and any potential changes, and the competition and its competitive and strategic positions in the market. Explain any unique capabilities that differentiate the company from the competition and will drive your company's success. Describe your market strategy regarding promotion, pricing, and distribution.

Management Team

Explain the current or anticipated organizational structure of the company and the history of the management team. Provide brief backgrounds of key individuals in the organization, including skills relevant to this job, the specific value they add to the company and past successes and achievements. Assess the synergy between these key individuals and explain why they would be an effective management team. Identify any immediate needs for personnel.

Financial Summary

Give a brief history of past investments, if any, and their terms. Specify initial and subsequent funding needs, and estimate the timing and nature of expected investor returns. If possible, evaluate the returns to investors of similar businesses and indicate an exit strategy (i.e., merger, acquisition, or initial public offering). Realistic projections of sales, revenues, expenses and income over a three-year period must be provided. State the financial assumptions used to generate these projections; assumptions must be stated briefly.

Resources

- <http://www.bplans.com/>
- <http://www.inc.com/guides/2010/09/how-to-write-an-executive-summary.html>

The following questions, provided by the Wayne Brown Institute, may be helpful in preparing your Executive Summary: Opportunity Statement - How you would present

your business verbally to a potential customer or investor in less than two minutes? What generated this idea? Why is now the best time to create the business? What will make your business stand out and survive? What is your product or service concept? *Market Opportunity and Strategy – Who is interested in this product or service? Where is this group of people located? How will you change the lives of your clients? What actions must be taken on your part to ensure public acceptance of your service or product?*

What initial response do you expect and how will you increase your sphere of influence? What initial proof can you offer to investors and the public that this business will succeed?

Competitive Advantage – Why is your business better than the next one promising the same or similar services or products? How will you protect this advantage? Who are your competitors? What proprietary advantages do you have?

Management Team – Who are you and what is your background? What related experience does your team have? Who have they worked for in the past? What are they doing in the business now? How much have they invested into the business?

Finances – What are the proposed funding needs? How will the money be used? What are your projected revenues for the next three years? If you won money through the contest, how will you use the funds? How will your company generate revenues? What are your gross and operating margins?

© Copyright 1986 Wayne Brown Institute. All rights reserved.

Two Minute Pitch

The pitch provides an easy and fun way to set you and your business apart from the competition. Your pitch should clearly articulate what your business is, and why it can be successful. Pitches should help judges better understand your idea. There are no set criteria of what your pitch should contain. Teams should decide what ideas they feel are most applicable for judges to know. For example, you could use your pitch to: Give a personal “elevator pitch” for your idea. Show your extreme passion for your idea. Let your creativity, your personality, and/or the ‘personality’ of your business opportunity shine through. Clearly demonstrate and explain the product or idea.

Potential Topics To Cover in Pitch

- Problem
- Customer
- UVP (Unique Value Proposition)
- Solution
- Channel

Pitch Guidelines Pitches must be no longer than 2 minutes in length. Keep it professional. No inappropriate sounds, language, or images. Pitches containing content deemed inappropriate by Opportunity Quest will result in disqualification.

- Prototypes Allowed
- Visuals Allowed
- Slides Allowed

Resources

- <http://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>
- <https://www.entrepreneur.com/article/242523>
- <http://articles.bplans.com/elevator-pitch-guide/>

Judging

The judging panel consists of venture capitalists, lawyers, accountants, entrepreneurs, and other successful and knowledgeable business leaders. Judges will not be affiliated with, or involved in the preparation or funding of, any participating team. The decision of the judge's panel will be final and will not be subject to appeal. The overall selection of winners is based on the viability and likely success of the business.

The Judging Criteria

Judging is based on the following weighted system. The weights for the judging criteria were developed by venture capitalists around the country and are indicative of the emphasis that investors place on the various aspects of a business.

The Company	15%
Product(s) / Service(s)	15%
The Market and Marketing Strategy	25%
Management Team	20%
Financial Summary	10%
Pitch	15%
Total	100%

Each submission will be scored according to an average of the preceding weights. Each criterion is evaluated in consideration of creativity, effort, communication, and presentation. Since Opportunity Quest is educationally based, particular attention will be given to the level of student participation in these areas.

Prizes

The Grand Prize, in the amount of \$2,500, will be awarded to the competitor with the best Final Presentation. Two runners-up will be selected and each will receive either \$1,500 or \$1,000. The school will award the Prizes through your Dixie One Card. Prize money must go towards business concept.

Resources

Online Resource Guide

You will find helpful links to schools, clubs, organizations, venture capital, patent research, publications, trade secrets, and a suggested reading list at our website under Resources.

Sample Executive Summary

An executive summary sample is available for review at our website under Compete. This can be used as a template or model in preparing your own executive summary.

Calendar of Events and Key Deadlines

All events are designed to give participants a better understanding of specific aspects of planning, implementing and developing a business. The following scheduled events are opportunities to network, learn, and exchange ideas with professionals and with other students. Take particular note of all of the times and the locations of deadlines for submissions.

Opportunity Quest Kick Off

Date: Wednesday, September 11, 2014 (7:00pm – 8:00pm)

Location: Udvar Hazy Room 361

TIE Club Meetings

Date: Every Tuesday (7:30pm – 8:30pm)

Location: Udvar Hazy Idea Room (Glass Room)

Executive Summary Submission Deadline

Date: Tuesday, November 14th (11:59 pm)

Email to dixieoq@gmail.com (PDF format preferred)

Opportunity Quest Awards Banquet

Date: Friday, November 18, 2016

Location: Holland Building, Idea Room (Glass Room)

Confidentiality and Agreements

Opportunity Quest staff and judges that will have access to the student plans will agree to a confidentiality agreement. This agreement is available upon request to the competitors. The judges, experienced venture capitalists, lawyers, accountants,

entrepreneurs, and successful and knowledgeable business leaders, express their belief that ideas are only ideas until implemented. The confidentiality agreement includes a non-compete clause for six months after the winners are announced. As a competitor, you are responsible to protect any information concerning your plan that you share with mentors, team members, and fellow participants of the competition. Opportunity Quest takes no responsibility for unwanted disclosure in these instances.

Contestants should be careful about disclosing information concerning proprietary concepts. Although a patent application can be filed in the United States up to one year after the first public disclosure of an invention, many foreign countries do not allow patent applications unless they are implemented before any sort of public disclosure.

Appendices

A: The Introductory Paragraph

One of the Finer Points of Writing a Compelling Business Plan
By Devin D. Thorpe
Principal Managing Director, Thorpe Capital, Inc.

One of the most frequent mistakes that entrepreneurs make when writing a business plan is to write an opening paragraph that they think sounds like it came straight out of Business 2.0 or Red Herring. By loading the introduction full of venture and technology jargon, entrepreneurs seem to hope to demonstrate business savvy and instead tend to obscure—sometimes irretrievably—their message.

The message of the first paragraph of a business plan or an executive summary should tell the reader what the business is or will be. The entire business plan will follow that sentence, allowing the entrepreneur to demonstrate substantively his or her expertise, experience and excitement. If some of these elements can be layered into the first paragraph, then great—but don't let color cloud clarity. Compare these two opening paragraphs for a pizza delivery business.

Version 1: Pseudo Red Herring

SuperRedHotZa.com is a vertical service provider targeting consumers in a strategically defined demographic and geographic niche. Product orders are received via traditional telephonic reception as well as via our proprietary application service provider module in real time over the Internet. Product deliveries are routed via a custom automated scheduling system and are then made by self transported associates in under 30 minutes.”

Version 2: Written for Clarity

Super Red Hot Pizza sells pizza to students living in and around Dixie State University. Orders are taken over the phone and via the web. Student employees, using their own cars, then deliver orders.”

The key for entrepreneurs is to be sure that anyone who reads the first paragraph will understand it—at least well enough to be able to ask the right questions. Investors are so pressed for time that they may read little else. Make sure that if an investor passes on your plan after the first paragraph, that it is for the correct reasons and not because the investor couldn't guess what business was being pitched.

B: Helpful Hints and Evaluation Questions

Business Purpose

- Is the business opportunity realistic and presented clearly?
- Why does the opportunity exist and why is now the time to take advantage of it?
- What is the exit strategy?
- Is the team stable and committed?

Product/Service

- What is provided and how will the business work to provide it?
- What steps will you take to make your initial sales?
- How will you protect your property and advantage?

Market

- What is the market size? Trends past and future?
- What has been done to understand the customer?
- Has the team tested their product(s) or service(s) in the market?
- What is the entry marketing plan - customers, marketing and sales effort, products (number of units, sales dollars), growth rate (three year projection).
- What is the selling price?
- Who are the competitors (location, size, products, strengths, weaknesses, age, sales tactics, pricing, financials) and is the business capable of defending itself?
- Is the consumer educated about your service or product? If not, what would it take to do so?
- How long will it take to bring the product(s) or service(s) to market?

Management

- Does the team have a management structure that will be successful?
- What is the commitment level of the founders and what risks or investments have they made?
- Will the founders create obstacles to success?
- Are the titles, responsibilities, salaries, and ownership of founders and

team members clear?

Finances

- How much capital is required and is that estimate well founded?
- Does the Business Plan clearly outline the spending of any capital raised?
- What are the expenses? Are they in line with sales and designed to advance the company rather than enrich the founders?
- How long until the company breaks even? Until positive cash flow?

General

- Does the team present themselves clearly?
- Why will this company be successful in 5 years; in 10 years?
- Can this business structure compare to past success stories?

C: Frequently Asked Questions

Is there a charge to enter the competition?

The OQ is a non-profit organization. No fees and charges are assessed to any participant at any time during the competition.

How large can my team be?

Teams can be of any size. However, the most successful teams in the past have had two to three members. *(We will only acknowledge five in the ceremonies.)

Can I be on more than one team?

You can be a member of as many teams as you want and may submit as many distinct plans as you want. Be wise in managing your time.

How will my intellectual property be protected?

The OQ directors have taken appropriate measures to ensure the protection of your intellectual property. Any individuals involved in OQ plan will be required to commit to a confidentiality agreement.

How does judging work?

Our four judges will evaluate all submissions. The scores will be averaged among the judges. The top score will receive the first place prize. Second prize will be awarded to the second place finisher and the third prize goes to the third place finisher.