

2014 UCCS Sports/Outdoors Business Plan Competition

OFFICIAL RULES

1. Each applicant teams must represent a university, college, community college, or technical institute.
2. Teams must be comprised such that at least 50% of the principals are currently enrolled undergraduate or graduate students at the time of application.
3. All entries must be business plans for scalable ventures in AT LEAST one of the following categories:
 - Sports equipment
 - Sports apparel
 - Outdoor equipment
 - Camping, fishing, hunting gear, apparel, services
 - Fitness and nutritional products/services
 - Sports performance products/services/technologies
 - Anti-doping detection and preventative products/services
 - Fitness gear
 - Fitness apparel
 - Fantasy sports
 - Sports related statistical/analytical services
 - Sports/outdoors/fitness related social media
 - Sports/outdoors/fitness related media
 - Online fitness communities and services
 - Wellness products, services, technologies
 - Sports/outdoors/fitness related web sites, social media, gaming
4. All business plan submissions must be comprised of the following components:
 - Executive Summary
 - Product/Service Description
 - Market Analysis
 - Competitive Analysis
 - Founding Team and Other Stakeholders (e.g., advisors, consultants)
 - Go-to-Market Strategy
 - Financial Projections (minimum: 3-years)
5. Entries must be submitted via the competition website at Gust.com by March 17, 2014. The official site for this competition is:
http://gust.com/organizations/uccs/group_profile_submit_a_startup
6. All of the semi-finalists must send a team to Colorado Springs to conduct formal presentations to a panel of judges on Thursday, April 24. Presenters must be

principals who currently are, or who were students at the time of application submission. Four finalists will be selected from the semi-finalists. Finalists will present to a team of judges on Friday, April 25th to determine placing.

7. All contestants, guests, and faculty sponsors are invited free of charge to the awards banquet on Friday, April 25th.
8. Semi-finalists chosen to compete in April will be required to submit five (5) bound copies of their final business plan by March 17, 2014.
9. All semi-finalists must be accompanied by a sponsoring faculty member or other university representative at the competition held in Colorado Springs.
10. Cash awards will be presented to the competition finalists according to the following breakdown:

First Place: \$15,000
Second Place: \$7,500
Third Place: \$2,500
Fourth Place: \$1,000
11. **All judges' decisions will be final.** There is no appeal process on judge's decisions. Each team selected to participate in the finals must sign a waiver indicating their willingness to participate under these terms and to abide by the judges' decisions.
12. Winners must specify a bank account into which the cash awards will be deposited following the competition.
13. Contestants must sign a waiver allowing their images to be used in promotional literature for ensuing years' competitions.
14. All competing teams and individuals will be responsible for all expenses related to this competition unless explicitly contracted otherwise.