



University of Colorado
Colorado Springs



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University of Colorado Colorado Springs (UCCS)
El Pomar Center for Innovation & Commercialization (EPIIC)

UCCS Lion's Den Competition

Official Rules

The EPIIC Lion's Den competition is offered in partnership with Peak Startup, a Colorado Springs entrepreneurship advocacy group. This event is designed to encourage entrepreneurship and new venture creation in the Southern Colorado region. The following rules govern the events:

1. All teams must submit an **Executive Summary** of their business idea by the deadline of **October 19, 2015**. The Executive Summary is limited to no more than three pages, and must at least include the following:
 - Description of Product or service
 - Team members
 - Business model (how the business will make money)
 - Market strategy
 - Overview of competition and unique advantage
 - Keys to success
2. Finalists will be chosen and notified by Wednesday 21, 2015 to present at the EPIIC Lion's Den event in Berger Hall on the UCCS campus on October 27, 2015.
3. Teams must indicate their **intent to compete** by **Friday, October 23, 2015**. Failure to indicate intent to compete will result in disqualification.
4. Competing teams will deliver a **FIVE-MINUTE** presentation to a panel of judges. (NOTE: A timer will end the presentation at five minutes.)
5. Judges will then take FIVE MINUTES to ask clarifying questions of the competing teams.
6. After all teams have presented, judges will select one winning team and one second place winner.
7. This event has \$1,500 in prize money to be awarded. The winning team will be awarded a \$1,000 first prize, the second place team will be awarded \$500. All judges' decisions are FINAL.