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

UCCS Lion's Den Competition

Official Rules

The UCCS Lion's Den competition sponsored by EPIIC and Peak Startup is designed to encourage entrepreneurship and new venture creation in the Southern Colorado region. The following rules govern the **November 16, 2017** event:

1. All teams must submit an **Executive Summary** of their business idea by the deadline of **Monday, November 6, 2017**. 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
   - Email and Phone Contact information for the team

2. Finalists will be chosen and notified by **Wednesday, November 8, 2017** to present at the EPIIC Collegiate Lion's Den event in Berger Hall on the UCCS campus on the evening of Thursday, November 16, 2017.

3. By **Thursday, November 9, 2017** teams must email their **intent to compete in the November 16th event.** Failure to indicate commitment to compete will result in disqualification. Order will be determined the day of presentation and you are committing to be there for the full event. Agreeing to compete in the Lion's Den means you and your team members recognize this event is open to the public and that it is an evening event starting at 5pm.

4. Competing teams will deliver a **FIVE-MINUTE** presentation to a panel of judges. (NOTE: A timer will end your 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 winning teams. All judges decision are final.

7. The winning team will be awarded a $1000 first prize and the second place team will receive a $750 prize.

Please submit entry to:

Rhea Phaneuf
Marketing and Events Program Manager
El Pomar Institute for Innovation and Commercialization (EPIIC)
Email: rphaneuf@uccs.edu