



## **Student Innovation & Entrepreneurship Concept and Pitch Competition**

Official Rules and Information (2023)

### **PURPOSE OF THE COMPETITION**

Create and reward a culture of innovation, entrepreneurship, and business formation at Klamath Community College to inspire rural economic development in South Central Oregon (Klamath and Lake Counties) and provide relevant student experiences.

### **GOALS OF THE COMPETITION**

To encourage KCC students and alumni to consider how a concept, prototype, or service might address a ‘user-centered’ problem that the project team identifies through their early research, and that could be designed, manufactured, or delivered in-person or remotely from South Central Oregon and holds potential for economic or job growth.

### **SCOPE OF THE CHALLENGE**

Students must develop an electronic or physical prototype for a new or improved product that could be designed, manufactured, or delivered in-person or remotely from South Central Oregon. (Prototyping)

OR

Students must develop a service, a start-up concept, an innovation on an existing business model, or an innovative transition for an existing business that could be manufactured or delivered in-person or remotely from South Central Oregon. (Business Formation)

Prototyping Concepts:

- Should solve a user/customer problem, have a potential market, and have a physical or electronic prototype to show the judges.

Business Formation Concepts:

- Should solve a user/customer problem, have a potential market, show basic financial forecast information, and address how the product or service will be marketed and sold.

All Concepts:

- Must be publicly presented or “pitched” at the Badger Venture Final Competition.
- Must be designed so that it can be developed, manufactured, or delivered in South Central Oregon.
- Should be sufficiently differentiated from products or services currently on the market or serve a niche market.
- May be pre-revenue or producing revenue. Companies that generated more than \$100,000 in gross revenue in any year are not eligible to participate.

- Are required to use LivePlan® business planning software to create their Final Pitch Reports. Instructions on how to access and use this software will be provided to registered teams by their Small Business Development Center (SBDC) Advisor.

All types of business ideas are welcome, and the judges will be looking for ideas that have impact, solve real problems, have market demand, are attractive to bankers and investors, and/or have the potential to create jobs in the region. This broad theme allows for a wide variety of interpretation and flexibility in the development of new ideas.

If competing with an existing business model, the Affiliated Student as described below must hold ownership or a familial management role in the company and have the owner's written permission to compete on behalf of the business.

## TEAM COMPOSITION & REGISTRATION

- Teams must be composed of one or more current degree/certificate seeking KCC students or a KCC Alumni who graduated with a degree/certificate in the past six years (2017-2022). These student(s) shall be known as KCC Affiliated Student(s). Current registered Oregon Tech, SOU, OSU or EOU students may also participate on a team with KCC Affiliated Students.
- Current students must show 12 or more KCC credit hours on their KCC transcript for the current academic year by April 1, 2023.
- Students from any degree or certificate program are welcome to participate.
- Interdisciplinary teams are highly recommended and will be awarded additional points in the final judging.
- **All work must be performed by registered team members (student or alumni).** Teams are encouraged to solicit business or product development expertise in an advisory capacity, but are prohibited from utilizing any outside paid professional or financial consultants in the development of their plans or pitches. Faculty and SBDC advisors are welcome and encouraged to mentor teams, but are not allowed to write the team reports, participate in product design or production, or participate in the team presentation. Final reports must contain disclosures of all outside resources utilized by the team.
- In order to represent KCC at InventOR, teams must be comprised of two people or more and must include a current KCC Affiliated Student and, if alumni, they must have graduated in the last 12 months with a degree or certificate. We recommend a technical lead and a business lead at a minimum. Additionally, teams must meet all other InventOR competition requirements. For further information on InventOR, please go to [www.inventoregon.org](http://www.inventoregon.org).

## TEAM MENTORING

- Each team will be required to secure a KCC faculty mentor and an SBDC advisor.
- Teams are highly encouraged to consult with their faculty mentors and SBDC advisors regularly, and to seek complementary expertise and advice from community members.
- Team and mentor meetings may be held throughout the competition to assist teams. Attendance is not required, but it is highly encouraged as these will be the main forum for questions and announcements throughout the competition.

## PRIOR FUNDING AND PREVIOUS COMPETITIONS

- A team is ineligible if it has received outside institutional funding (venture capital, private equity, hedge funds, corporate funds, etc.). Teams may accept non-institutional funding (contest prizes, grants, loans, etc.) up to \$250,000 prior to or during this contest, so long as no equity ownership is associated with the funding.
- Students may compete in both Badger Venture and Catalyze Klamath in the same year if the rules and commitments of both programs can be met.

- Winners of any prior local business plan contests such as Badger Venture or Catalyze Klamath are not eligible to compete with the exact same winning prototype, concept, or business model. A new iteration must be clearly demonstrated. The Badger Venture Competition Committee will be the final decision maker.

## **CONFIDENTIALITY AND INTELLECTUAL PROPERTY**

The Badger Venture Competition Committee considers all submitted prototypes and business plans as confidential and treats all team matters accordingly. However, we cannot guarantee complete confidentiality for proprietary matters.

Therefore, we strongly encourage any team with concerns regarding intellectual property, copyright, or patent confidentiality to seek competent legal counsel. Klamath Community College and the organizers of the competition are not responsible for any proprietary information and/or intellectual property included in a submitted business plan. Ultimately, protection of sensitive materials is the sole responsibility of the individual or team participating in the competition.

The intellectual property of ideas and artifacts that were made or developed prior to or during Badger Venture are owned by the individuals or institutions who made or developed them. Klamath Community College waives all claims to intellectual property for all submissions to Badger Venture. It is, however, recommended that teams be able to clearly understand what prior intellectual property is being brought into the competition. Additional resources concerning intellectual property can be found at [www.USPTO.gov](http://www.USPTO.gov).

## **DISTRIBUTION OF PRIZES**

The cash prize at the end of the contest may be used to fund the starting of a company or may be split between the team members. If the prize is to be split among the team, please determine how the team will decide on relative percentages. If the team cannot make a unanimous decision, the prize money will be split equally among the team members.

Please note that the prize money will be taxable as income to the individual who receives it. The recipient of funds will receive a 1099 and will be taxed according to their individual situation. This may impact financial aid, including scholarships. Please plan accordingly when selecting the individual to receive funds and review tax implications with the financial aid office, relevant family members, and your accountant or attorney if appropriate.

## **COMPETITION JUDGING**

- Team Final Presentations will be judged by a panel of experts using Badger Venture Rubrics.
- Winning teams will be awarded prizes for the team to share or to use for start-up costs and/or further project development.
- Judges will also select up to two teams to represent KCC in the InventOR Competition based on overall Badger Venture Rubric score and [InventOR eligibility](#).

## **DISQUALIFICATION**

The Badger Venture Competition Committee reserves the right to disqualify a team at any time for any reason at its discretion. Failure to follow rules and guidelines are grounds for disqualification.

## TIMELINE

*(Note that some dates are tentative. Additional non-mandatory events may be scheduled)*

| <b>Kick-off Event</b>    | <b>Team Registration Deadline</b> | <b>Team Orientation (Mandatory)</b> | <b>Preliminary Concept Deadline</b> | <b>Final Pitch Report &amp; First Prototype Deadline</b> | <b>Final Presentations &amp; Contest</b> |
|--------------------------|-----------------------------------|-------------------------------------|-------------------------------------|--|--|
| February 2 <sup>nd</sup> | February 9 <sup>th</sup>          | February 9 <sup>th</sup>            | February 16 <sup>th</sup>           | March 16 <sup>th</sup>                                   | April 19 <sup>th</sup>                   |

**Kick-off Event:** Informal meetings describing competition. Designed to foster interest and awareness.

**Team Registration** (form printed and signed by all team members) is due at 5:30 pm to the office of Linda Williamson, Building 8, Room 853. Forms can be found outside Linda's office and on the Badger Venture landing page of the KCC website.

**Team Orientation** meeting for students, faculty, and advisors to learn about the contest, go over the rules and outline for the contest, make connections, and get questions answered. **This meeting is mandatory.**

**Preliminary Concept** (form printed and signed by all team members) is due at 5:30 pm to the office of Linda Williamson, Building 8, Room 853. Forms can be found outside Linda's office and on the Badger Venture landing page of the KCC website. Failure to meet the preliminary concept submission deadline will forfeit the team's chance of presenting in the final competition. This is required for all teams and may be used as an elimination round for the final contest if there are a large number of teams competing.

**Selection of finalists to compete (if needed):** If eliminations are made in case of too many submissions, teams will be notified via email.

**Final Pitch Report (PDF of LivePlan Pitch)** via a PDF emailed to Linda Williamson, [williamson@klamathcc.edu](mailto:williamson@klamathcc.edu).

Business Formation Teams are required to include the following sections from LivePlan in their Final Pitch Report: *Company, Headline, Problem Worth Solving, Our Solution, Target Market, Competitive Landscape, Sales Channels and Marketing Activities, Forecast, Team & Key Roles, and Partners & Resources*. Do not submit the *Funding Needs* section. Failure to meet the Final Pitch Report deadline will forfeit the team's chance of presenting in the final competition.

Prototyping Teams are required to include the following sections from LivePlan in their Final Pitch Report: *Company (Team Name), Headline, Problem Worth Solving, Our Solution, Target Market, Competitive Landscape, Team & Key Roles, and Partners & Resources*. Do not submit the *Funding Needs* section. Failure to meet the Final Pitch Report deadline will forfeit the team's chance of presenting in the final competition.

**First Prototype Deadline (for Prototyping Teams Only)** should be submitted to Stan Pence, [pences@klamathcc.edu](mailto:pences@klamathcc.edu) Building 8, Room 851. In addition to a Pitch Report, Prototyping Teams are also required to show/submit an electronic or physical first prototype to Stan Pence. Failure to meet the first prototype deadline will forfeit the team's chance of presenting in the final competition.

**Badger Venture Concept and Pitch Competition:** Teams will compete by delivering their Final Presentations in front of a panel of judges for the PRIZES! A list of judges, prizes, and final details will be posted prior to the competition.

## MORE INFORMATION

For more information, contact:

Linda Williamson, Building 8 Room 853 or [williamson@klamathcc.edu](mailto:williamson@klamathcc.edu)

Stan Pence, Building 8 Room 851 or [pences@klamathcc.edu](mailto:pences@klamathcc.edu)

Matt Walter, Building 5 Room 531 or [walter@klamathcc.edu](mailto:walter@klamathcc.edu)

Kat Rutledge, KCC SDBC offices, 803 Main Street Suite 200 or [rutledge@klamathcc.edu](mailto:rutledge@klamathcc.edu)

Estella Woodley, KCC SDBC offices, 803 Main Street Suite 200 or [woodley@klamathcc.edu](mailto:woodley@klamathcc.edu)

Or visit the Badger Venture landing page of the KCC website at [klamathcc.edu/badgerventure](http://klamathcc.edu/badgerventure)