Who can compete?
Currently enrolled Drury University undergraduate students, or students who graduated in fall of this academic year.

Dates

<table>
<thead>
<tr>
<th>Dates</th>
<th>Date</th>
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<tbody>
<tr>
<td>Application deadline</td>
<td>Friday, Feb 28, 2014 noon in Lay 304</td>
</tr>
<tr>
<td>First upload to Blackboard—Product or service description and overview, Customer Segments, Value Propositions</td>
<td>Friday, March 7, 2014</td>
</tr>
<tr>
<td>Second upload to Blackboard—Channels, Customer Relationships, Revenue Streams</td>
<td>Friday, March 14, 2014</td>
</tr>
<tr>
<td>Third and final upload to Blackboard—Key Resources, Key Activities, Key Partnerships, Cost Structure</td>
<td>Friday, March 28, 2014</td>
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<tr>
<td>Ten finalists are announced and advance to pitch at the banquet</td>
<td>Friday, April 4, 2014</td>
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<tr>
<td>Banquet, presentations by 10 finalists, and awards</td>
<td>Thursday, April 10, 2014 11:00 – 1:15</td>
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Entry Fees and Expenses
There is no fee for participation.

Prizes
All finalists will be profiled on the Edward Jones Center website.

Cash prizes will be awarded as follows (all entries are eligible):

<table>
<thead>
<tr>
<th>Prize</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Overall winner</td>
<td>$1,000</td>
</tr>
<tr>
<td>First runner-up</td>
<td>$500</td>
</tr>
<tr>
<td>Honorable mention</td>
<td>$250</td>
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</tbody>
</table>

Other prizes awarded:

- **Broadest appeal**
  - Pre-approved to raise capital on Crowdit.com with no fees and a meeting with a local venture capitalist

- Overall winner
  - Attend CEO National Conference and present in Elevator Pitch Competition in Chicago in Oct/Nov, 2013

- Best green business model
  - Be Drury’s representative in the Clean Energy Challenge Competition hosted by the Missouri Energy Initiative, Nov/Dec, 2014

- Best social business model
  - Represent Drury at TCU’s Values & Ventures competition in April, 2015.

Business Model Guidelines:

QUESTIONS???
Email them to ejc@drury.edu

ALL THE INFO AT:
www.drury.edu/ejc
--Teams will be required to upload the required sections of the business model to Blackboard in accordance with the instructions.
--Teams can have between one and five members.
--Business models must be for newly conceived ventures only.
--Business models can be for products, services or applications.
--Business models must be for-profit, but certainly can be a social business.
--The Edward Jones Center reserves the right to reject inappropriate or questionable business concepts.
--The complete Business Model Narrative cannot exceed 20 typewritten pages. This includes all uploaded documents meeting the Blackboard deadlines.
--Teams must consult with their mentor at least three times, either in person or by conference call, group emails, etc.

Teams will be given the following tools and resources:

--the book, Business Model Generation
--one large Business Model Generation canvas
--link to the Business Model Generation website
--several pads of post-it notes and several markers
--link and instructions to upload the required categories from the business model by the required dates
--a community professional to serve as your mentor

**Evaluative criteria**

Business models will be judged both on the creativity and potential of the idea itself, as well as each team’s presentation and uploaded narrative of the nine required pieces of the business model.

**Presentations**

--10 finalists will be selected based on uploaded information in Blackboard, who will then present at the luncheon on Apr. 10, 2014.
--All team members must participate in the presentation.
--Presentations must have a slide deck, you can use Power Point or other software to create the presentation.
--The organization of the presentation and the submitted materials on Blackboard must follow the categories outlined in the Business Model Generation book and canvas.
--Teams will have one minute to set up, five minutes to present, and one minute to dismantle any props for a total of 7 minutes. All slide decks will already be loaded on the computer prior to the luncheon.

**Judges**

The panel of judges is made up of entrepreneurs, investors, marketing and financial experts, venture capitalists, attorneys, accountants, and other respected business leaders and Drury alumni.

**this award will only be given to a team that intends to actually start their business immediately upon obtaining adequate resources.**

Crowdit.com is a locally developed crowd funding site. It is similar to Kickstarter.