UCI 2023 Stella Zhang New Venture Competition

Eligibility Requirements, Rules & Application Details

(Please read this entire document to ensure eligibility)

- Important Dates and Deadlines
- About the Stella Zhang New Venture Competition
- Eligibility, Rules, Terms, Expectations & Considerations
- How to Enter the Competition

**IMPORTANT DATES & DEADLINES**

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>November 7, 2022</td>
<td>Round 1: Concept Paper online submission opens</td>
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<tr>
<td>March 12, 2023</td>
<td>Round 1: Concept Paper online submission deadline</td>
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<tr>
<td>May 12, 2023</td>
<td>Round 2 Semi-finals: Board Room Pitch Competition; Teams present pitch decks to a group of senior business professionals and compete for substantial first and second place prizes.</td>
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<tr>
<td>May 25, 2023</td>
<td>Round 2 Grand Finale: Top 10 Semi-final teams, 2 from each track by score, compete for substantial first and second place prizes.</td>
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ABOUT THE STELLA ZHANG NEW VENTURE COMPETITION (SZNVC)

The Beall Center for Innovation and Entrepreneurship (BCIE) is devoted to supporting venture creation at UCI. Its signature Stella Zhang New Venture Competition, began in 2004 as a business plan competition for business students, that has inspired innovative and high-impact ideas aimed at improving/solving pressing business, consumer, health and societal problems. The annual competition is designed to provide a hands-on educational framework for preparing tomorrow’s successful entrepreneurs.

The SZNVC Steering Committee strongly encourages the formation of interdisciplinary Teams. Developing a robust and multi-talented Team is essential to the success of any venture. Therefore, reach beyond classmates and friends to form a Team with a multitude of strengths and talents from across the University.

About 100 Concept Papers are typically submitted during Round 1. They are screened by business professionals using standardized screening criteria (see our website). About 50 teams advance to Round 2, where the focus is building a “pitch deck” based upon the Concept Paper. A pitch deck is a compelling story used to excite potential investors about a unique opportunity to ultimately raise funding. Teams participate in a series of workshops that prepare and guide them through the Pitch Deck creation process. Additionally, each Team is matched with a coach who will provide feedback and guidance for the remainder of the Competition.

At the Board Room pitches on May 12th, Teams will pitch their Ventures to a mock group of potential investors in 5 “Board Rooms” that correspond to each of the 5 Competition tracks (Business Products and Services, Consumer Products, Consumer Services, Life Science and Social Enterprise). Ventures will be scored based upon an established rubric (see our website). 2 winning Teams will emerge from each track and compete in the Grand Finale on May 25th. Winning Teams’ respective 1st/2nd placement will be announced at the Grand Finale.

Participating Team Benefits

- An immersive, hands-on exposure to the startup process
- An opportunity to learn from experienced and successful coaches
- The creation of a startup “plan” that some Teams will take forward beyond the Competition
- $100,000 prize pool to help jumpstart Teams and their Ventures

Common Feedback from Participating Teams

"For a long time, I've had ideas that just sat in my head. It wasn't until SZNVC provided the platform to showcase these ideas, that I finally turned thoughts into actions. It was a wonderful exercise in starting a business from scratch and I met a ton of awesome people along the way!"

"An amazing opportunity for young entrepreneurs to learn and test ideas in a safe and friendly environment."

"It was an opportunity of a lifetime to pitch to judges and investors who are equally as excited about our solution as we are!"

"Truly an excellent mini-accelerator for student businesses."

"Challenging, exhausting, competitive, but hands down the most valuable and rewarding competition that I have participated in. It’s more than just a pitch competition, it is a community made up of the next generation of talented entrepreneurs and an A-List network providing the support to make it happen."
ELIGIBILITY

Each Venture and Team must meet the following eligibility requirements for SZNVC participation:

- Concept is an original idea, not in existence for more than two years prior to January 1, 2023.
- Is not a subsidiary of a parent company
- Has at least **4 team members by the beginning of Round 2** (see dates above). At least **2 members must be currently enrolled students at UCI**. An enrolled student is defined as one who is formally registered at UCI for at least two quarters during the 22-23 academic year.
- Is UCI student created, driven and managed. This precludes the participation of ventures formed and managed by non-students, that have given little or no equity to students for helping to develop the business strategy or create an investor pitch deck.
- Teams that competed in SZNVC 2022 (*but did not win a cash prize*) can compete with the same idea in SZNVC 2023; however, Teams that were finalists in previous years cannot compete with a similar idea.
- Is in “pre-incubator” form, meaning no financial backing has been received from third-party accelerators, incubators, existing companies, or venture capitalists in a cumulative amount not exceeding $10,000 US. Research and other grants, competition winnings, traditional loans, and any friends & family funding do not count toward the funding limit.
- Has not generated revenue exceeding $10,000 US prior to January 1, 2023.
- **Life Science Teams must present an original Concept**, meaning IP (intellectual property) can exist for more than 2 years; however, the Concept commercialization cannot be older than 2 years.

RULES

- SZNVC is open to UCI graduates, undergraduates, faculty, staff and alumni, from any school. Affiliation with the Merage School is not required. Only UCI affiliates can receive cash prizes.
- Concept Paper submission has no Team requirement; however, Concepts advancing to Round 2 ARE required to have a minimum of 4 Teammates containing at least 2 UCI-enrolled students.
- Board Room pitches must be presented by a UCI student, while all Team members can participate in the Q&A session following the pitch. A minimum of 2 Team members must attend the pitch.

TERMS

- Teams agree to allow the use of their Concept Papers, Pitch Decks, recordings, photos and other materials for educational purposes following the 2023 SZNVC.
- Applicable federal and state taxes are withheld upfront from cash prizes.
- Any and all disputes should be registered with the Beall Center located in the Merage School of Business. The SZNVC Steering Committee will review the details and issue a final resolution. Moreover, the Beall Center reserves the right to include or exclude any teams for any reasons.

EXPECTATIONS

The intent of the competition is for UCI students to get hands-on experience in creating and pitching a new venture idea. These ideas can come from anywhere, including licensing UCI technology. While the teams can include the broader UCI and local community, we expect current UCI students to:

- lead the pitch presentation in the boardroom and final rounds
- be a driving force within the Venture
- play primary roles in developing the business strategy and plans
- hold key positions (CEO, COO, CMO, CSO, CTO) in the venture
CONSIDERATIONS

- **Equity** – determine how it will be allocated upfront among Team Members
- **Intellectual Property** – know that if a Team’s intellectual property (IP) is owned by UCI, it’s likely that a license for that IP may not have been finalized during the Competition. A license to the IP is not required to participate, although Team’s are encouraged to seek an option to obtain an exclusive license to the IP or provide other evidence that the startup can obtain an exclusive license to the IP in the future. The owner of the IP should be aware that the Team is competing using that IP. By participating in SZNVC, Teams do NOT lose any right to their own intellectual property; however, during Round 1, Round 2, and at the Grand Finale, any disclosure of patentable IP details would generally be considered a public disclosure. If protection is at all a consideration, or if there is concern about disclosing specific IP details at any point in the Competition, please research patent filing, starting the process to file, getting legal advice on filing, or actually filing a provisional patent application. Throughout the SZNVC, disclose only concepts about IP and not patentable details. Teams are not required to disclose details about IP during the Competition, rather discuss it conceptually.

HOW TO ENTER THE COMPETITION!

- **Attend workshops to learn about Concept Paper structure, content, guidelines, and judging.**
- **Choose the primary Competition Track** (see Table, below). If uncertain, ask the SZNVC Team for guidance. The SZNVC Team reserves the right to reclassify a Team into another track.
- **Concept Paper length** is 3 pages, plus cover page; **No Appendix.** No changes allowed once submitted.
- **Concept Papers must be submitted by** Sunday, March 12, 2023 at 11:59 PM PST online, in PDF format, through the Competition website: https://merage.uci.edu/nvc
- **Contact Jenn Huynh,** BCIE SZNVC Director, at jennh@uci.edu with any questions.

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<tr>
<th>Tracks &gt;</th>
<th>Business Products &amp; Services</th>
<th>Consumer Products</th>
<th>Consumer Services</th>
<th>Life Sciences</th>
<th>Social Enterprise</th>
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<td><strong>Characteristics</strong></td>
<td>B2B focused; physical goods, platforms, or app benefiting firms of any size in any industry</td>
<td>physical goods sold for consumer used or in retail</td>
<td>A platform, physical service, or app</td>
<td>anything in medical or healthcare, requires FDA approval</td>
<td>purpose driven, providing products and/or services for social good</td>
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<td><strong>The Customer</strong></td>
<td>Selling to enterprise, small businesses, or owners</td>
<td>Selling directly or indirectly to individuals for personal use</td>
<td>Selling directly or indirectly to individuals for personal use; no physical products</td>
<td>Selling to both businesses and individuals</td>
<td>Selling to both businesses and individuals in terms to support a cause</td>
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<td><strong>Examples</strong></td>
<td>A wellness platform; machinery for manufacturing</td>
<td>Heart rate monitor for runners</td>
<td>Running app</td>
<td>Drug; medical device/sensor for arrhythmia detection and monitoring</td>
<td>Running apparel, buy a pair give a pair (see Conshus Clothing, Circular)</td>
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