

WIN \$5000 FOR YOUR ENTREPRENEURIAL IDEAS!

PAPPAJOHN STUDENT ENTREPRENEURIAL VENTURE COMPETITION

OPEN TO ALL COLLEGE STUDENTS IN IOWA

Included in this packet: competition guidelines + timeline,
application, terms + conditions, supplemental resources

QUESTIONS: INFO@ISUPJCENTER.ORG



COMPETITION GUIDELINES

Sponsored by John Pappajohn and Equity Dynamics Inc., the Pappajohn Student Entrepreneurial Venture Competition is intended for college and university students in Iowa who have an interest in starting their own venture. Plans will be judged based on a) content/concept and b) viability of business idea. Three (3) seed grants in the amount of \$5,000 each will be awarded to the top three applicants who submit and present in the final competition. *Regional (Round 1) winners who advance to the finals but do not win the top awards will receive \$500 per team.*

ELIGIBILITY:

1. Full or part-time undergraduate or graduate students registered for 2021-2022 academic year at any Iowa post-secondary educational institution are eligible for the competition.
2. Plans may be submitted by an individual or by a team of students.
3. Teams must consist of at least one student member.
4. Teams must consist of five or fewer members.
5. Business competition applications must be for a startup or new business only (not for an existing business). Regional directors will subjectively determine eligibility.

2022 COMPETITION TIMELINE

Round 1	Round 1 / Judging	Up to 15 Teams to Advance	Round 2 / Finals
Deadline: April 1 (midnight)	April 1 to April 8	Announcement: April 15	April 28 8AM to 1PM Des Moines

Round 1 Submissions Must Include:

- 1) Executive Summary
Business Model Canvas format
- 2) One-page Business Model Canvas
- 3) Financial Projections
- 4) Signed Terms & Conditions

Round 2 (invitation only):

- 1) Executive Summary
Business Model Canvas format
- 2) One-page Business Model Canvas
- 3) Financial Projections (3 years)
- 4) Pitch Deck
- 5) W-9 Tax Form

Round 1 Judging -- Regional Competition (\$500)

Each of the five regional locations will select no more than three top business plans to compete in the final competition. Regional competitions may include personal interviews or presentations at the discretion of the regional centers.

Round 2 -- Final Statewide Competition/Awards (\$5,000)

Finalists will give a pitch (including pitch deck) to John Pappajohn and his senior advisors at Equity Dynamics in Des Moines, IA. Three top awards (\$5,000 each) will be presented following a luncheon event. *\$5,000 winners are not also eligible for the \$500 regional award - only one award per team.*

APPLICATION PROCEDURE

Regional Competition – Round 1 Judging

Round 1 Judging will take place at each of the five Pappajohn Centers in Iowa (listed below). Student applicants from the University of Iowa, University of Northern Iowa, Drake University, Iowa State University, and North Iowa Area Community College will submit materials to their respective Pappajohn Center.

Applicants outside of these schools (other private or community colleges in Iowa) will submit materials to the Pappajohn Center closest to their home institution.

Applicants need not be present for judging; however, regional competitions may include personal interviews or oral presentations at the discretion of the regional competition directors.

Email or upload online (if available at center) your materials to **one** of the following regional locations:

University of Iowa

John Pappajohn Entrepreneurial Center

Attn: Lynn Allendorf
108 Pappajohn Building, Suite S160
Iowa City, Iowa 52242
Phone: 319-335-1022
lynn-allendorf@uiowa.edu www.iowajpec.org

Iowa State University

Pappajohn Center for Entrepreneurship

Attn: Judi Eyles
1805 Collaboration Place, Suite 1300
Ames, Iowa 50010
Phone: 515-296-6532
eyles@iastate.edu www.isupjcenter.org

University of Northern Iowa

John Pappajohn Entrepreneurial Center

Attn: Laurie Watje
Business & Community Service Services 128
Cedar Falls, Iowa 50614-0130
Phone: 319-273-5732
jpec@uni.edu www.jpec.org

North Iowa Area Community College

John Pappajohn Entrepreneurial Center

Attn: Kelley O'Rourke
500 College Drive
Mason City Iowa 50401
Phone: 641-422-4111
Kelley.O'Rourke@niacc.edu
www.niacc.com/pappajohn

Drake University

Pappajohn Center for Entrepreneurship Outreach

Attn: Stephanie Cardwell
Drake University Entrepreneurship Centers
2847 University Avenue, Aliber 302, Des Moines, Iowa 50311
Phone: 515-271-3071 stephanie.cardwell@drake.edu
www.drake.edu/cbpa/centers

Statewide Competition -- Round 2 Judging

Up to three top new venture ideas from each of the five regional locations will be selected to compete in the statewide competition. Final submissions and presentations will be judged by John Pappajohn and his staff at Equity Dynamics. Each individual or team will be required to provide a 3-5 minute pitch deck about their business and will be asked to respond to questions.

Awards Presentation

Three (3) \$5,000 awards will be presented by John Pappajohn and his staff at the final awards competition. Complete information about the final competition will be provided to regional award winners prior to the final event.

APPLICATION

Application information may be provided on paper, by email, or online at each respective John Pappajohn Entrepreneurial Center.

NAME OF TEAM AND/OR BUSINESS _____

UNIVERSITY OR COLLEGE AFFILIATION _____

TEAM PRIMARY CONTACT _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ EMAIL _____

MAJOR _____ MINOR _____

CLASSIFICATION: FRESH SOPH JUNIOR SENIOR GRADUATE FACULTY/OTHER

OTHER TEAM CONTACT(S)

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

MAJOR _____

CLASSIFICATION: F SO J S G F/O

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

MAJOR _____

CLASSIFICATION: F SO J S G F/O

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

MAJOR _____

CLASSIFICATION: F SO J S G F/O

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

MAJOR _____

CLASSIFICATION: F SO J S G F/O

PAPPAJOHN STUDENT ENTREPRENEURIAL VENTURE COMPETITION 2022

TERMS AND CONDITIONS

By submitting an Application and Business Model to the Pappajohn Student Entrepreneurial Venture Competition ("the Competition"), each applicant listed below agrees to the following conditions:

Originality of Plan

The ideas and concepts set forth in the Business Model is the original work of the applicant(s), and the applicant is not under any agreement or restrictions prohibiting his or her ability to disclose ideas or plans to the Competition.

Compliance with Guidelines of the Competition

Each applicant has reviewed the Competition Guidelines and by his or her own signature below certifies that this entry and the team or individual it represents complies with the Guidelines and agrees to abide by the Guidelines. Failure to comply with guidelines will result in entry disqualification and/or forfeiture of prizes.

Waivers and Releases

It is the team's responsibility to protect any highly confidential or trade secret information. Proposals will be handled confidentially, but judges will not be required to sign non-disclosure statements.

Once submitted, business plans become part of the Competition and will not be returned. Applicants are advised to keep their own copies for reference. Plans will be destroyed following the final competition.

If chosen as a winner, applicant(s) grant the Competition the right, without compensation, to publish finalist names and company names, non-financial information, photographs, and video and audio recordings, for editorial, public relations, promotional, and advertising purposes.

Winners will be responsible for any tax and/or tax consequences of the award.

All decisions made by the judges on all matters relating to the Competition will be final. The Competition reserves the unrestricted right to interpret these rules, and to alter, amend or change them, at its discretion.

University and/or Business Name_____

All team members must sign below:

_____	(Primary Contact)	Date_____
_____		Date_____
_____		Date_____
_____		Date_____
_____		Date_____

SUPPLEMENTAL RESOURCES

EXECUTIVE SUMMARY FORMAT

Please prepare a 1-3 page executive summary based on the format provided through the Business Model Canvas tool.

1) Value Propositions

- a) What value do we deliver to the customer?
- b) Which one of our customer's problems are we helping to solve?
- c) What is the specific product or service being offered?
- d) Which customer needs are we satisfying?
- e) What are the features that match customer needs?

2) Customer Segments

- a) For whom are we solving a problem or fulfilling a need?
- b) Who are the customers?
- c) Does the value proposition match the customer needs?
- d) Is this a single-sided or multi-sided market?

3) Channels

- a) Through which channels do our customer segments want to be reached?
- b) Which channels are most efficient?

4) Customer Relationships

- a) How will we get, keep and grow customers?
- b) Which segments are already established?
- c) How are customers integrated with the rest of our business model?

5) Key Activities

- a) What key activities do our value propositions require?
- b) What needs to happen to establish our distribution channels?
- c) How do we establish our customer relationships?
- d) How do we establish our revenue streams?

6) Key Resources

- a) What key resources (suppliers, etc.) do our value propositions require?
- b) What key resources are required for our distribution channels, customer relationships, and revenue streams?

7) Key Partnerships

- a) Who are our key partners?
- b) Who are our key suppliers?
- c) Which key activities do partners perform?

8) Revenue Streams

- a) What is the revenue model?
- b) What are the pricing tactics?
- c) For what value are our customers willing to pay?

9) Cost Structure

- a) What are the most important costs in our business model?

Reference links: http://en.wikipedia.org/wiki/Business_Model_Canvas
<https://www.strategyzer.com/canvas/business-model-canvas>
https://canvanizer.com/downloads/business_model_canvas_poster.pdf

SUPPLEMENTAL RESOURCES

FINANCIAL PROJECTIONS

Please prepare a set of financial projections (three years preferred) for your business model. Your projections should reflect anticipated monthly revenues and expenses for your business model. One online tool is available for download at www.startupmodels.com. Other tools are available through an online search or by contacting your area John Pappajohn Entrepreneurial Center for guidance or templates.

BUSINESS MODEL CANVAS

Download a Business Model Canvas template at the following links or find an editable PowerPoint slide on Pappajohn Center websites:

<http://www.businessmodelgeneration.com/canvas/bmc>

https://canvanizer.com/downloads/business_model_canvas_poster.pdf

PITCH DECK (REQUIRED OF FINALISTS IN ROUND 2)

A pitch deck is a set of slides that describes your business model and helps you “sell” the opportunity to investors or partners. Several resources are available online for helping you build your pitch deck – a few are included here. You may also find a template presentation on respective Pappajohn Center websites.

<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>

<http://www.forbes.com/sites/chancebarnett/2014/05/09/investor-pitch-deck-to-raise-money-for-startups/>

<http://www.marsdd.com/mars-library/how-to-create-a-pitch-deck-for-investors/>

W-9 TAX DOCUMENT (REQUIRED OF FINALISTS IN ROUND 2)

<http://www.isupjcenter.org/wp-content/uploads/2020/03/Fillable-W9-Documents-2020.pdf>