***Guidelines for the Sixth Annual Business Concept Competition***

**Lindsey Wilson College Center for Entrepreneurship**

**12 noon-4 p.m., Thursday, April 13, 2017, Hodge Center for Discipleship**

The Lindsey Wilson College Business Concept Competition provides Lindsey Wilson students an opportunity to present business concepts to fellow students, faculty and others, as well as vie for cash awards for the top business ideas. By presenting concepts and/or new products/services, students have the opportunity to do market research and gather important feedback in support of their entrepreneurial business ventures. Outside judges determine the winning concepts.

Some students may already have a business concept in mind, having participated in last semester’s Entrepreneurial Expo. They may take that idea and build upon it to make it a more viable business opportunity.\* Or, they may have new ideas. Deadline for submitting an application for participation is **Monday, February 6** (see below). Professors will be advised to excuse students from classes for competition-related activities, but students must make up any missed work.

The Business Concept Competition is **Thursday, April 13**, from **12 noon to 4 p.m.** in Hodge. Winners are required to present their concepts during Academic Celebration Week. They will also be recognized at Honors Convocation.

Here are the guidelines:

* A maximum of **four** members may be on one team. Each member must take part in the presentation.
* **All participants must take part in a business development workshop: 1-2:30 p.m. Wednesday, February 8, in Hodge Center** (across from Cranmer).
* The presentation should be **3-5 minutes** in length**;** use PowerPoint or Prezi.com.
* Slides should incorporate appropriate choice of font (minimum 30-point font so audience can read), color, template, photos/graphics, tables, words, etc. (Less text/more visuals.)
* If using a video, it should be a maximum of 30 seconds long and it should be embedded in the presentation.
* Use only **five informational slides, plus a title and closing slide (the same for both).**
* Slide 1 – Title slide with group member names and the name of the business
* Slide 2 – Business concept
* Slide 3 – Value proposition (mission/vision; what makes the concept different/unique)
* Slide 4 – Customer segments (target audiences)
* Slide 5 – Customer relationships/channels (how to market the concept)
* Slide 6 – Revenue streams (and expected costs)
* Slide 7 – Closing slide (the same one used for the title slide above)
* Oral presentations should be as detailed as possible (remember to cite any sources of information).
* This should be viewed as a professional presentation; dress to impress.
* Participants must be enrolled at Lindsey Wilson College (spring 2017).
* Make sure to have copies for at least three judges of any handouts, sample brochures, fact sheets, etc.; also, be prepared to answer any questions.
* Team numbers will be pre-assigned to each team. Save presentations using the team numbers (e.g.., Team 1) and email presentation files to Noel Wilson at [wilsonn@lindsey.edu](mailto:wilsonn@lindsey.edu) by **5 p.m. Wednesday, April 12**. Prezi users should email their link to their account to that address. ALL EMAILS SHOULD USE THE TEAM NUMBER IN THE SUBJECT LINE.
* **All participants must attend an 11:30 a.m. preliminary meeting in Hodge before the competition begins at noon on April 13**. All participants are expected to remain at the event until it is over.

**Submit applications by Monday, February 6, 2017, to:**

***Linda Grider, Director, Center for Entrepreneurship; Business & CIS Division Chair***

***Center for Entrepreneurship***

***270-384-7385,*** [***griderl@lindsey.edu***](mailto:griderl@lindsey.edu)