



LeanModel™

COMPETITION

San Diego State University



A GLOBAL LEADER IN ENTREPRENEURSHIP



SAN DIEGO STATE
UNIVERSITY

Lavin Entrepreneurship Center
College of Business Administration

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LeanModel™ Competition 2016 Overview

The Lavin Entrepreneurship Center and San Diego State University are proud to present the 4th Annual LeanModel™ Competition. The competition was created to help engage students in the paradigm shift taking place in entrepreneurship. Over 85 percent of new businesses fail within the first five years of taking their product or service to market. It has been proven, in today's high speed environment a business plan is obsolete before it is finalized. The competition assists and rewards student start-ups that develop a business model, shape their idea into the form of a presentable prototype, and validate the prototype through direct customer interaction and feedback. Students are rewarded for the evolution of their product or service based on customer interactions. Student teams are not expected to have market ready products, but are expected to show multiple customer interactions and product pivots as a result.

The LeanModel™ Competition is a regional qualifier competition for the **International Business Model Competition** held at Brigham Young University. The winner of this competition bypasses the At-Large Round and is granted an automatic slot in the Semifinal Round of the international competition.

Teams can find additional information that will provide valuable insight on the development of their business model by checking out the following resources.

- » **Business Model Generation**
by Alex Osterwalder & Yves Pigneur
- » **Nail It Then Scale It**
by Nathan Furr & Paul Ahlstrom
- » **Startup Owner's Manual**
by Steve Blank
- » **The Lean Startup**
by Eric Ries

Please direct any competition questions to project manager, Kathryn Boyles, at kboyles@mail.sdsu.edu.



2015 Competition Timeline

REGISTRATION AND SUBMISSION DEADLINES

November 1st, 2015

- » Application Opens

January 15th, 2016

- » Registration due by 11:59pm, [click here](#) for Registration Form
- » E-mail registration to kboyles@mail.sdsu.edu

January 29th, 2016

- » Multi-media submissions are due by 11:59pm
- » Submit via Dropbox, instructions will be e-mailed following registration

February 8th, 2016

- » Semi-finalists announced on the Lavin Entrepreneurship Center website

EVENT TIMELINE

Friday, March 4th, 2016

- » 3:30pm - 3:30pm: Registration and Check-in, Parma Payne Goodall Alumni Center
- » 3:30pm - 4:00pm: LeanModel™ Competition Welcome
- » 4:00pm - 6:00pm: Pitch Event

Saturday, March 5th, 2016

- » 8:00am - 11:00am: Semi-finalist Presentations, Extended Studies Rooms 201, 208, 209, 210, 211
Each team will be provided 10 minutes to present followed by 6 minutes of question and answer
- » 11:00am - 12:00pm: Judges Deliberation
- » 12:00pm - 1:00pm: Announcement Luncheon served at Scripps Cottage
- » 2:00pm - 4:00pm: Finalist presentations
The winning team of each track will be given 10 minutes to present followed by 6 minutes of question and answer
- » 4:00pm - 5:00pm: Judges Deliberations & Winners Announced



Eligibility & Rules

CURRENT STUDENT STANDING:

The LeanModel™ Competition is open to ventures created, managed, and owned by students enrolled at four-year universities from all academic levels. Student enrollment must be for the current academic year, defined as running from September 1st of a particular calendar year through August 31st of the following calendar year.

- » Domestic and International students currently enrolled in a four-year university are eligible.
- » All members of teams entering the competition should be enrolled either full time or part time in the university they represent.

ACADEMIC LEVEL:

Open to university students both domestic and international from undergraduate to doctorate levels including executive MBAs.

TEAM SIZE:

The team must be comprised of at least two members and cannot exceed five members.

STUDENT INVOLVEMENT

Students must:

1. *Have played a major role in conceiving the start-up. In general, a member of the student team should be CEO, COO, or President, or members of the student team should occupy 50% or more of the functional area management positions that report directly to the CEO, COO, or President.*
2. 100% of start-up equity should be owned by the students of the team.
3. In general, team members should be president, COO, CEO or have key management positions within the start-up.

Start-ups with revenues prior to January 1, 2015 are not eligible.

Start-ups that have raised investment capital from sources outside of friends and family before the current academic year are excluded. However, both student and other team members may have worked on an idea or new technology in previous academic years or in the case of the student team members even prior to entering graduate school, provided that their start-up had no revenues and raised no outside investment capital, and/or did not undertake any other formal startup activities prior to the current academic year. Start-ups that have generated revenue or raised equity capital from sources other than the members of the student team before the current academic year are excluded.

The competition is for new, independent ventures in the start-up or early growth stages. Generally excluded are the following: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations. Licensing technologies from universities or research labs are not eligible. All start-ups must be seeking outside equity capital and start-ups who have already received Angel or venture capital are not allowed to participate. Faculty or university advisor supervision for the start-up creation and maintenance is not required, although it is recommended.



Submission Guidelines

- » The online-registration form should be filled out and submitted by January 15th, 2016 by 11:59pm
The following is the link to register: [Register](#)
- » Submit multi-media by: January 29th, 2016 by 11:59pm
All videos must be submitted via Dropbox, all registered participants will receive a DropBox folder share invitation from the Lavin Entrepreneurship Center

The multimedia file must include:

The multimedia submission must be no more than ten (10) minutes long. The submission should be a narrated multimedia presentation (Powerpoint, Keynote, Prezi, video, etc.) and will be uploaded to DropBox. Each team may format their presentation as they feel best. LeanModel™ is not a traditional business plan competition and the teams' presentation should be based on the Business Model Canvas. Each of the nine building blocks should be addressed in the presentation with an emphasis on how the business model has evolved and pivoted as a result of direct customer interaction.

PITCH EVENTS (FRIDAY MARCH 4TH, 2016, 4:00PM - 7:00PM)

Each team selected to compete will participate in an online video conference mentoring session. Mentors have been chosen from the ranks of entrepreneurs, angel investors, venture capitalists and senior executives in the community who are knowledgeable of the business model canvas and understand what our judges are looking for. These mentoring sessions are designed to assist teams and offer valuable feedback prior to coming to the competition.



Semi-finals & Finals Presentations

Saturday, March 5th, 2016

SEMI-FINALS:

Semi-finalists will be divided into 5 tracks of 5 semi-finalists each. One winner from each track will advance to the finalist rounds.

PRESENTATION GUIDELINES:

Teams must create a 10 minute visual presentation that is persuasive, informative, and professional in front of judges. Following the presentations there will be six minutes set aside for questions and answers.

Presentation should include:

The presentation must be a creative multimedia that tells the story of your company and the ways in which it has pivoted based on customer feedback. Include the ways that the company has evolved and pivoted since the multi-media submission on January 29th, 2016.

As your team develops the presentation keep in mind this is not a traditional business plan competition, but rather a competition based on realistic consumer encounters and factual events derived from the development period of the company. The presentation must utilize the business model canvas, which can be viewed [here](#). In addition, view this video as an excellent sample presentation.

FINALS:

The winning team from each of the 5 tracks will be competing for 1st, 2nd and 3rd places.

PRESENTATION:

The finalist presentations will be allotted ten (10) minutes. Following the presentation, teams will be allotted six (6) minutes for questions and answers by the judges. Teams may not continue the presentation past the allotted ten (10) minutes. Teams will not be allowed to watch other teams present until they have completed their presentation. The order of the finalist team presentations will be drawn at random, and each team will be provided a presentation time. Teams are responsible for being on time, a team that is late may be disqualified.



Presentation Environment

The smart classrooms at SDSU are all equipped with projectors, display screens, and power outlets. All of which will be made accessible to teams during their presentations. The organizers of the event do not provide access to audio/visual equipment such as televisions, VCRs, DVD players or remote devices for the projectors, etc. All student teams should bring their own laptop computer with a VGA port or an appropriate adapter in order to connect to the projectors provided by the Lavin Entrepreneurship Center for your presentation. Your laptop must also be able to display a resolution of 1024x768 pixels. Technical assistance will not be provided. USB flash drives are not acceptable, as there will not be a computer provided to run them. All video must be in NTSC format.

All public sessions of the competition, including but not limited to oral presentations and question and answer sessions, are open to the public at large. Further, it is likely that any and all of these public sessions will be broadcast to interested persons through media, which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality to any data or information discussed, divulged or presented in these sessions. Neither San Diego State University (SDSU), the Lavin Entrepreneurship Center, nor their designated organizations assume any duty to screen or otherwise control the identity of those attending, viewing or hearing all or part of these public sessions, and entrants agree that by entering the competition they have been made aware that such attendees, viewers and recipients may include members of the media and potential competitors in addition to members of the financial community, students and faculty.

Student entrants agree to allow San Diego State University and the Lavin Entrepreneurship Center to videotape the oral presentations and the question and answer sessions. SDSU may market and distribute these videos. By participating in the competition, student entrants agree to grant San Diego State University (SDSU), the Lavin Entrepreneurship Center and/or organizations designated by them the unlimited right to videotape, audiotape, transcribe or otherwise record all public sessions of the competition, including but not limited to oral presentations and question/answer sessions. All entrants agree that SDSU, the Lavin Entrepreneurship Center and/or their designated organizations may use any such transcriptions and/or recording(s) (in whole or part) for such publicity and marketing purposes as SDSU, the Lavin Entrepreneurship Center and/or their designated organizations may see fit, including those which may result in profit.



Judging, Evaluations, & Awards

JUDGING:

San Diego State University has established a global reputation over the past 26 years of providing outstanding judges for our competitions. Our judges come from the ranks of entrepreneurs, angel investors, venture capitalists and senior executives from the community that really understand the start-up mentality. Judge evaluations take place in three parts with no duplication of judges in any of the five phases:

- » The multi-media submitted by competing teams are evaluated prior to the competition by reviewing judges
- » The pitch event will be evaluated by pitch event judges
- » The semi-final presentations are evaluated by semi-final judges
- » The final presentations are evaluated by finalist judges

EVALUATIONS:

Each presentation is given a maximum of ten (10), followed by six (6) minutes of question and answer for both the semi-finals and finals presentations.

The final decision is based on the judges' qualitative evaluation and group consultation during the deliberation session following the presentations. Ultimately, judges will consider the entire business model including feasibility, potential of capital gain, attractiveness of investment possibilities and implementation.

AWARDS:

Teams will be competing for prizes totaling \$20,000 in cash and in-kind services. The top three teams in the competition will be awarded prize money. In addition, the small pitch event winners will also be awarded prize money.

In the 2015 Competition, the top three teams won \$7500, \$4500, and \$2500 in cash prizes respectively. The top three small pitch event winners took home cash prizes ranging from \$500 to \$1500.

