

How would you pitch a new idea with only five minutes and a whiteboard?

UW-Madison students are invited to compete for cash prizes of \$300, \$200 and \$100 at this inaugural event. Have you thought of an innovative technology concept, a novel solution to a known problem, a new business proposition, or other unique idea? If so, apply to compete today!

Individuals and teams (maximum of four team members) must apply to compete online by **8pm Sunday, November 13th**! 10 finalists will be selected to compete at the first ever Wiscontrepreneur Whiteboard Challenge from 6:30pm to 9:30pm on November 16th, 2011. A panel of local business leaders will judge the competition. Appetizers and dessert provided.

Sponsored by 5NINES and Anton Kapela, Intense Engineering and Flatt Cola.

Guidelines

Submissions will be accepted until **8:00 p.m. CST on Sunday, November 13th, 2011**. Applicants must be available to present on **Wednesday, November 16th 2011 from 6:30 pm – 9:00 pm** if selected as a finalist. All submissions will be reviewed by staff and judges selected by the Office of Corporate Relations; 10 finalists will be determined. Finalists will be notified by Monday, November 14, 2011.

Applicants must submit their ideas online at go.wisc.edu/byltu5 by 8pm 11/13/11!

Submissions must include a description of the idea (maximum 1400 characters).

The judges will evaluate each idea based on the following criteria:

- Does the idea clearly identify a problem or challenge?
- Is a solution clearly identified?
- Is the idea realistic and is there market potential?
- Uniqueness of idea
- Appeal of presentation

Applicants are encouraged to make their applications as clear and understandable as possible to optimize their chances for selection. Applications that do not follow the guidelines will be automatically disqualified. Please take the time to review the rules on the next page.

Finalists will have five minutes to present their idea using only a whiteboard and colored markers on the evening of November 16th, 2011. Notes, props, prototypes, handouts, costumes and all other physical presentation materials or enhancements are prohibited; you may use only the whiteboard, markers, and eraser during your presentation (besides your voice and presence). Cash awards of \$300 for first place, \$200 for second place, and \$100 for third place will be presented to the top three finalists as judged by a panel of entrepreneurs and innovators and the program audience.

Rules

All entries must conform to the Wiscontrepneur Whiteboard Challenge Rules:

1. Participation is limited to currently enrolled UW-Madison students. Participants may apply to present as an individual or as part of a team of up to four (all team members must be currently enrolled UW-Madison students).
2. All applications must be completed by **8:00 p.m. CST on Sunday, November 13th, 2011**. There is no charge to apply and you are invited submit multiple applications. Each unique idea requires a separate application. One idea per submission please.
3. Assume any statements made as part of the application process are public domain.
4. The Office of Corporate Relations staff and a panel of judges will screen all applications and select up to 10 for final presentation. The judges' selection is final and the judges reserve the right to determine the final number of presenters.
5. Assume that the judges have no background in the technology area or subject matter of your idea.
6. Only presenters at the 2011 Wiscontrepneur Whiteboard Challenge are eligible to win the cash awards at the event. Cash awards include \$300 for first place, \$200 for second place, and \$100 for third place. If a team wins a cash prize the amount of the award will be split evenly between the team members. Cash awards will be processed following the event; winners must supply a valid mailing address or be willing to pick up checks in person.
7. Selected applicants will be notified prior to Midnight on Monday, November 14th, 2011 at the email address and/or telephone number provided on the application. If contact information is incomplete or incorrect, you may lose the opportunity to present.
8. The judges assume all information provided on the application form is true and correct.
9. Confidential Information, Proprietary Content, and protected Intellectual Property that is not your own will not be accepted. DO NOT attempt to present ideas that are the confidential or proprietary property of another person or entity. By submitting an application you are acknowledging that the information is not infringing on the protected rights of any person or entity.
10. If you are selected to present at the 2011 Wiscontrepneur Whiteboard Challenge you will need to confirm your participation by completing a separate presenter registration form by 4pm Tuesday, November 15th, 2011. The registration contains presentation rules and guidelines and will be provided to all selected presenters.
11. Finalists will present on Wednesday November 16th, 2011. The Whiteboard Challenge program runs from 6:30pm – 9:00pm (finalists must be available starting at 6:15 pm on the date of presentation and should plan on being available until at least 15 minutes after the program). All applicants must be available to present on this date, however only finalists will present.

The 2011 Wiscontrepneur Whiteboard Challenge guidelines and rules have been adapted with permission from the rules and regulations of the MIT Enterprise Forum White Board Challenge.

Please direct any questions to Vickie Eiden, Marketing & Communications Manager at the Office of Corporate Relations, at veiden@ocr.wisc.edu or (608) 263-1394.