



LAUNCHU APPLICATION

1) Project name (if you have one): _____

2) Please fill out the table for the members of your team. List the team leader first.

Name	Major	Class Standing	Contact Email

3) Describe your business idea:

4) What is the service or product that your business provides?

5) What need does your business fill? Why do you want to pitch this idea?

6) Pick one of the following stages as a description of where your business idea is developmentally:

- Just an idea
- Research & development phase
- We have a rough business plan
- Other: _____

7) What is unique about your idea, business, product or distribution channel?

8) How did you hear about LaunchU?

9) LaunchU Advisor (if you have one): _____

10) Have you applied to participate in LaunchU before? If you have applied before, how far did you make it through the process?

RUBRIC & INSTRUCTIONS FOR STUDENTS

1 Application

Due: To be determined based on student response -- typically by Week 8 of the Fall term.
Complete application will be submitted at colabinc.org

2 Lean Start-Up Chart

Due: 2 days before Quarterfinal
Chart provided online at colabinc.org in 'Resources' section.

Key Partnerships – Who are the suppliers, manufacturers, subcontractors and other businesses or services that your business will partner with?

Key Activities – How will your business gain a competitive advantage?

Key Resources – What are the resources that you can leverage to create value (e.g. – staff, capital, intellectual property, business resources)?

Value Proposition – What is the unique value in your company?

Customer Relationships – How will customers interact with your business?

Customer Segment – What is your specific target demographic?

Channels – How will your business communicate with customers?

Cost Structure – How will your business reduce costs and maximize value?

Revenue Streams – How will your company make money?

3 Modified Business Plan

Rough Draft Due: 5 days before the Semifinals

Some information required for this document can be pulled from the **Lean Start-Up Chart** and the **Application**.

Executive Summary – short description of business, why it will be successful, mission statement, product or service and leadership team basics

Company Description – gives more detail about business, the problem it solves, identifies target market, what makes your company different and what the competitive advantage your company has

S.W.O.T Analysis – Strengths (Internal), Weaknesses (Internal), Opportunities (External), and Threats (External); 3-5 bullet points for each section

Simplified Market Analysis – Find 1 or 2 competitors and analyze them. Find 3 strengths for each competing organization.

Organization & Management – Create a chart or table that lays out the company hierarchy. Mark the leader and include information to support each team member's contribution to the business.

Service or Product Line – describe product or service

Marketing & Sales – Explain how you will attract and retain customers and how you will deliver the product or service.

Simplified Financial Outline – Create a table that outlines a 5-year plan. For each year, include estimated budget and bullet points of what you expect that sum to pay for.

Steps for Further Research, Refinement & Development – This section will discuss what you have not included in this modified business plan and how you will determine that information. Examples of what might be included in this section: funding request, more complete market research, financial projections, research and development of a product, high-level growth plans, etc.

CONTINUED

RUBRIC & INSTRUCTIONS FOR STUDENTS CONTINUED

4 LaunchU Final Presentation

Due: A week before the date of the Final

Most of the information required for this section can be pulled from the other three sections.

PowerPoint – This can be formatted in a multitude of different ways and is expected to reflect the unique identity of the team and their idea.

Prototypes (if applicable) – This section only applies to the teams whose ideas revolve around a product. For example, if the team is talking about creating a filter for drinking water in rural areas, a prototype of that filter is recommended for their presentation.

Handouts for Judges (if desired) – Only a few groups will want to do this. This is limited to one page and will need to be turned in the day before the presentation.

Other Visual Aids (if desired) – This could be a number of things and will vary widely.

The majority of the Lean Start-Up Chart and Modified Business Plan sections is taken from information on SBA's website:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Judging Rubric

Team:

0	1	2	3	Area Score
Section was not included or was very limited	Section had some missing information and significant gaps in thought process	All components were present, but left room for clarification	All components were present and clearly presented	
Description of Business -What the idea/business is -Mission Statement -Service or Product -Problem the business solves -Target market -What makes your idea different -Organization & Management	Comments			
SWOT Analysis - 3-5 Strengths - 3-5 Weaknesses - 3-5 Opportunities - 3-5 Threats	Comments			
Simplified Market Analysis - States 1-2 competitors - Analyzes them - At least 3 strengths for each competing organization	Comments			
Marketing & Financial Considerations - How customers will be attracted and retained - How product or service will be delivered - Outlines 5-year plan	Comments			
Further Research, Refinement & Development - What hasn't been included - How they will determine unknowns	Comments			

Final Score



JUDGING RUBRIC