

CarnegieMellon

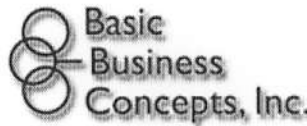
Undergraduate Entrepreneurship Association

[Home](#) [About UEA](#) [Activities](#) [TVC](#) [UEA Board](#) [Sponsors](#) [Contact Us](#)

Google Search (CMU)

Tepper Venture Challenge: [TVC Home](#) | [Register](#) | [Schedule of Events](#) | [FAQ](#) | [Grading Criteria](#) | [Sponsors](#)
Previous TVC winners: [2005](#) | [2004](#) | [2003](#) | [Prior to 2003](#)

2007 Tepper Venture Challenge Sponsors (Click to read more):



Tepper Venture Challenge

Undergraduate Business Plan Competition '06

Latest News:

Important Dates for Tepper Venture Challenge 2007:

- Deadline for Registration and Submission of Executive Summary: **March 25, 2007**
- Final Presentation at Carnegie Mellon University: **April 15, 2007**

Congratulations to Tepper Venture Challenge 2006 winners!

- Envivial, LLC - 1st Place
Kyle Langworthy, Matt Humphrey, Joseph Damato (Carnegie Mellon)
- Acadaid - 2nd Place
Andrew Reichert (University of Pittsburgh)
- Medimaging - 3rd Place
Xiao Tang, Anuj Kumar, Shesi Xie, Malvika Tamhane (Carnegie Mellon)

Welcome to the Tepper Venture Challenge website! The Tepper Venture Challenge 2007 is a Business Plan Competition held annually by the Undergraduate Entrepreneurship Association of Carnegie Mellon University, Pittsburgh, PA.

Think your new business idea is a sure winner?

Want to enter a competition to get your innovative business idea out?

Want to earn prize money of up to \$5,000 with your creative business plan?

Register for the Tepper Venture Challenge now and put your business plan to the test against some of the best business plans from undergraduates across all majors in this year's Tepper Venture Challenge!

The first, second, and third place of Tepper Venture Challenge winners are awarded cash prizes:

- First Place: \$5,000
- Second Place: \$3,000
- Third Place: \$2,000

Please download and read the [official rules](#). (Last update: *January 31, 2007*)

Business/Entrepreneurship professors: help us promote our competition through your classes -- [Letter to Professors](#)

The Tepper Venture Challenge is a great way to promote your company to Pittsburgh students! If you or your company would like to help sponsor the annual Tepper Venture Challenge, please [contact the UEA](#).

[Home](#) | [About UEA](#) | [Activities](#) | [TVC](#) | [UEA Board](#) | [Sponsors](#) | [Contact Us](#)

Last update: Wednesday, December 31, 1969

© 1969 Undergraduate Entrepreneurship Association (UEA) of Carnegie Mellon University. All Rights Reserved.

2007 Tepper School of Business Venture Challenge Information

Venture Challenge Tepper

www.tepperchallenge.com

Hosted by:

Sponsors:



Welcome to the 2007 Tepper School of Business Venture Competition (TVC) ! Started in the 1998-1999 academic year and hosted by the Undergraduate Entrepreneurship Association (UEA), the TVC is an annual business plan competition that aims to motivate undergraduate students into entrepreneurship and teach skills such as creating a business plan and presenting a pitch to venture capitalists and angel investors.

Think your new business idea is a sure winner? Put it to the test against some of the best business plans from undergraduates across all majors in this year's competition, hosted by the UEA at Carnegie Mellon University. There will be total cash prizes of up to \$10,000! For more information about the competition, please visit the TVC website at www.tepperchallenge.com

Participation and Rules

Each team must consist of at least one undergraduate member (no maximum). The Tepper School of Business Venture Challenge is open to students of all majors. Business plans are not limited to those that can be implemented on a college campus.

Important Dates

- | | |
|---------------------------------------|---|
| Sunday, March 25 th , 2007 | Registration deadline and submission of Executive Summary to uea@andrew.cmu.edu . |
| First/second week of April | Receive scores from judges. Finalists who advance to the Presentation Round will be notified. |
| Sunday, April 15 th , 2007 | Finalist Presentation Round, Posner Hall, Carnegie Mellon University |

Schedule of the Tepper School of Business Venture Challenge

(any changes will be posted on the UEA website)

Sunday, April 15th, 2007

12:00 - 12:30 pm	Registration for Finalist Presentation Round
12:30 - 3:00 pm	Presentations from the six finalist teams. Each team has 10 minutes presentation time followed by 10 minutes of Q&A from the judges.
3:00 - 3:30 pm	Scoring session. Participants and judges gather in the Rachel Mellon Walton room for refreshments and the Awards Ceremony.
3:30 - 4:00 pm	Awards Ceremony

Awards

First Place:	\$5,000
Second Place:	\$3,000
Third Place:	\$2,000

Grading Criteria

The TVC consists of an Executive Summary (30% of the total score) and a presentation (70% of the total score) by six finalist teams.

The presentation round consists of the following:

- A 10-minute presentation by all six finalist teams
- A 10-minute Question and Answer session for all six finalist teams

Use of PowerPoint is strongly suggested. Other visual aids may also be used. LCD projector, projection screen, chalkboard/whiteboard, chalk/markers, and/or flip chart will be provided. Laptops will NOT be provided, other than a backup machine if failure occurs during the middle of the presentation - please make arrangements to procure a stable laptop if needed.

The following are some of the criteria that will be used in grading both the Executive Summary and the presentation:

- Company Vision/Description of Product(s) and Services
- Market Analysis
- Customer Analysis
- Competitive Analysis
- Financial Analysis
- Marketing Plan
- Grammatical Accuracy
- Viability

During the presentation, the panel of judges will be viewed as potential venture capitalists. The panel will ask questions after every presentation, and raise the fundamental question of why this business deserves to get funding. The fundamental aspect of the TVC is to generate entrepreneurial thought. General views on the industry and the opportunity should be presented.

The UEA will assemble an experienced, fair, and unbiased panel in order to uphold the integrity of the competition and the organization. As such, the decisions of the judges are final. The UEA reserves the sole right to disqualify any team that violates the 2007 TVC rules or the spirit of the competition.

TVC Contacts

TVC Chair	Anand Durvasula	adurvasu@andrew.cmu.edu
UEA President	Saravana Sivasankaran	saravana@cmu.edu
General Questions	uea@andrew.cmu.edu	

Frequently Asked Questions and Answers

What is expected in the executive summary? How long should it be?

We did not define a minimum or maximum length per se on the executive summary, just as there would not be a limit in real life. Points are not given based on quantity, but rather on quality. Simply write as much as you feel necessary to completely summarize your proposal; you can break it into sections or paragraphs if you prefer to organize your thoughts that way. An estimate of length would be 2-3 pages, but we will probably get some shorter and some longer as well.

Do we need to submit a full business plan?

No, but your presentation will probably be much better if you create one. Due to the competitiveness of the competition, the initial round only requires an executive summary instead of a full business plan, and this will determine who advances to the presentation round (and also counts toward a team's final score). Therefore, it is suggested that you be as thorough and complete as possible in your executive summary. Many of the topics that would need to be discussed in a presentation would be contained within a business plan, so those of you who have a full business plan may certainly use it to the fullest extent possible. We strongly encourage those of you with full business plans to focus your attention on the executive summary portion before submitting it to uea@andrew.cmu.edu

Who retains the intellectual property rights to submitted plans?

The business plan that your team submits is solely your own property and you retain full intellectual property rights over all of it. The only people who will ever see your business plan (or what you submit as the executive summary since a full plan is not necessary, and for the presentation round there's nothing necessary to be submitted) are the judges (who will be composed of business professors, angel investors, reps from venture capital firms, and/or company representatives [from already-established entrepreneurships]). As the administrators of the TVC, UEA officers would usually see what you submit, but if you are really concerned about other students seeing it, you can send the materials directly to the TVC chair and he/she can be the only officer who does see what you have turned in.

How do I create a compelling Executive Summary?

- Focus on quality and not necessarily quantity. Be thorough in describing a market need, your product or service, your competitors and your competitive advantage, financials, the team that will be working on this venture, etc. The more thorough your Executive Summary is and the more thought and time you have put into it, the more likely you will advance to the Finalist Presentations.
- Make your Executive Summary easy for the judges to read and understand. Break it up into sections with very discrete, clear headers such as "Introduction" or "Overview", "Implementation", "Marketing Plan", "Target Market", "Exit Strategy", and "Future Expansion Potentials". These topics help define your product and present it effectively to venture capitalists or judges.
- Some numbers are good to have. For example, how much money do you need to start the company (what seed money are you asking for, create the product, pricing, what are your profit expectations per month or year, etc.). Financials are a must – poor planning hurts your viability!
- Fancy logos, charts, tables, and diagrams are an added touch, but not really necessary.