

Big Rowdy Idea Business Plan Competition

Student Handbook



The **Big Rowdy Idea Competition** is the development of a business pitch for an idea, product, or service. It teaches the Lean Startup Methodology to budding entrepreneurs and prepares participants to launch scalable entrepreneurial ventures while simultaneously pursuing their degree program or working at UTSA.

- Occurs every Fall semester
- Open to all students Freshmen to Graduate
- Open to all Majors
- Hands on Experience in entrepreneurship
- No previous experience needed
- Opportunity to win cash prizes

What is required to compete?

- Team of 2 – 6 currently enrolled UTSA students
- Submissions must be the team’s original work and ideas. Any type of project/idea is acceptable as long as it is scalable.
 - Not Acceptable: buyouts, expansion of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, or spinouts from an existing corporation.
 - Previous years competitors are NOT allowed to participate with the same or similar idea again.
 - Companies who have received more than \$100K of investment/grant (from any source) prior to the current academic year are NOT eligible to compete. Competing teams/companies should not receive any revenue prior to the current academic year.
- Commit to 6 meetings throughout the semester
 1. The **Kickoff Event** - Ideate a possible pitch, meet area entrepreneurs, and understand the process
 2. **Pitch Meeting** – A 60 second video of your pitch idea presented to your peers
 3. **Speed Dating** – Discuss your pitch idea more in-depth with mentors and have an opportunity to build out your team (if needed)
 4. **Bootcamp** – Workshop for your pitch: guidance and advice from experts
 5. **Pitch 1** – Present a 10-minute pitch in front of judges. Receive feedback and suggestions from judges.
 6. **Pitch 2** – Winning teams from Pitch 1 will pitch their idea again to a new set of judges, after incorporating the feedback.

There will be other meetings with your Team and Mentors. The schedule with locations and dates will be made available separately.

- The Big Rowdy Idea Competition does NOT require a prototype or Minimum Viable Product be developed of a new product. That’s why it’s called the Big Rowdy **IDEA!**

What do I win?

- Winning teams will receive a cash award to put toward furthering their idea
 - *Must be a currently enrolled UTSA student to receive funding. Some scholarships prevent the awarding of outside funding. Please check with UTSA Financial Aid to understand your award availability.*
- Networking connections with area startups and entrepreneurs
- Understanding of the world of entrepreneurship and how it can help you in all your career endeavors
- New friends and colleagues
- Sense of pride from taking an idea and moving it to something tangible

Rules of the Big Rowdy Idea Competition

- Teams must consist of at least 2 currently enrolled UTSA students. Teams may not be more than 6 students. Teams that consist of students with different majors are preferred.
- Have a Big Rowdy Idea. This can be an idea from the classroom or something completely different.
- Create a pitch for your idea. This process will be part of the meetings and workshops, you will get instruction on how to create and deliver a pitch/business plan.
- The pitch/business plan may focus on a future version of the technology; you do not have to have a finished product.
- Teams are expected to comply with deadlines and dictated methods of delivering presentation/handout materials. If a team does not submit requested materials by the deadline, they risk forfeiting their participation in the competition.
- Ownership of the company is equally split amongst teammates at time of competition. Continuation with company after competition will involve vesting further ownership for those who continue.
- Failure to participate in the competition required events listed above will result in your being removed from the competition.
- This is a friendly competition in the spirit of entrepreneurship. All teams will be encouraging and supportive of each other.
- If a patent application is filed through UTSA and the venture is not started, then a UTSA technology licensing associate may work to find a licensee for your patent and any licensing royalties will be split 50/50 with the inventors after expenses are recovered. *See further intellectual property and patent information in Appendix B.*

Faculty Contact Information

- Competition Director – Randolph (Randy) Borland Quinn
Email: Randolph.quinn@utsa.edu
- Business – Arkangel Cordero
Email: Arkangel.cordero@utsa.edu
- Electrical Engineering – August Allo
Email: August.allo@utsa.edu
- Mechanical Engineering – Johnathon Votion
Email: Johnathan.Votion@utsa.edu
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- Computer Science – John Heaps
Email: John.heaps@utsa.edu
- Music Entrepreneurship – Stan Renard
Email: Stan.renard@utsa.edu
- Presentation assistance - Ginnifer Cie Gee
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Working in Teams

Your work in this competition this semester requires team effort. The following document suggests ways you can make your team experience both functional and rewarding.

Get to Know Each Other

- Share your interests, majors, and hobbies. Discuss your areas of strength (writing, finance, technology etc....)
- Exchange phone numbers and email addresses, set up a reliable communication method
- Decide on the roles and responsibilities each person will have. Base it on your areas of strengths. Find a role for everyone.
- Discuss time management. Everyone has busy schedules, schedule reoccurring meetings that work for everyone

Team Contract

- Because of the importance of your work, and the high stakes of your success, develop a team contract that everyone signs **before the 1st Pitch**. Sample is provided in Appendix A.

Team Vision

What are you trying to accomplish and how are you going to get there?

Use this vision template to develop a focused vision for your idea. This will help your team hone in on the pitch and create an identifiable product for your audience.

Identify the following:

1. **Output** – what are you trying to deliver. This is not necessarily your product. For example, a bakery makes bread, but the outcome is consumers enjoying the bread, not the bread. The bread is the avenue to the desired output
2. **The twist** – what makes your product or idea unique? Think about all the competitors, how are you different?
3. **The quantification** – who is your target audience? Who are your customers?
4. **The human connection** – what is the human connection that will make someone want to buy or use your idea?

Appendix A

Big Rowdy Idea Business Plan Competition CONTRACT

Team Name:

Team Lead Name:

Team Lead Contact Information (email):

Date:

Big Rowdy Idea:

Team Members	Roles/Responsibilities
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____
5) _____	_____
6) _____	_____
Mentor _____	_____
Faculty _____	_____

Day, time, and place for regular team meetings	
Preferred method of communication	
Decision making policy (unanimous, majority vote?)	
Record keeping	

Personal Accountability

1. Expected individual attendance, punctuality, and participation at all team meetings
2. Expected level of responsibility for fulfilling team assignments, timelines, and deadlines
3. Expected level of communication with other team members
4. Expected level of commitment to team decisions and tasks

Consequences for Failing to Follow Procedures and Fulfill Expectations

1. Describe, as a group, you would handle infractions of any of the obligations of this team contract. (You can 'fire' a team member with entire team approval for documented infractions):
2. Describe what your team will do if the infractions continue.

Appendix B

Intellectual Property

Intellectual property (IP) protection can take the form of patents, copyrights, trademarks, trade secrets and contracts. As a part of its creative endeavors, each team may create new IP, including the discovery of one or more patentable inventions, and all of these forms of IP require active management. For example, patent rights can be lost when an invention is disclosed to the public before a patent application has been filed with the US Patent and Trademark Office.

UTSA's Office of Commercialization and Innovation (OCI) is charged with commercializing research and IP to benefit UTSA, the State of Texas, and its residents. Students have the opportunity to work with OCI to better understand and protect IP rights. When the team believes an invention has been conceived, the inventors are encouraged to fill out a Technology Disclosure Form (TDF, found at <http://research-dev.utsa.edu/research-funding/commercialization/disclose-an-invention/>) for review by OCI. OCI can be contacted via phone (210-458-6963) or email (OCI@utsa.edu). Christine Burke, Ph.D., MBA, (christine.burke@utsa.edu) serves as its Director of Commercialization and Technology Transfer.

The OCI reviews technology disclosures to determine whether the disclosed IP is protectable (meets certain patenting criteria) and marketable (can generate enough revenue). If so, then UTSA will offer to pursue filing a provisional patent application at its own expense, with assignment of ownership to the university. Regardless of the findings by OCI, the inventors may pursue patenting on their own with their own legal counsel and with no obligations to UTSA. In this case, ownership is retained by the inventors. If this course of action is selected, no further financial resources or marketing assistance will be provided by OCI to the team, and the invention will not have the benefits of being part of the University of Texas System.

If the invention is disclosed to UTSA and OCI files a patent application, but the team does not start a company that makes use of the invention, then OCI may seek to license the technology to a third party. Any royalties received will be shared with inventors per UTSA's policy. At the time of this writing, this means that 50% of the revenue (after expenses, including recovery of provisional patent and any other legal costs incurred by UTSA), will be distributed to the inventors according to the percentage of individual inventorship listed in the TDF.

If UTSA files a patent application and the team starts a company that makes use of the invention, then the company will be offered an exclusive license to the invention that includes terms that are the same as those provided to faculty start-up companies. They include a set of performance milestones, a 4% royalty rate to be paid by the company, and a 4% equity in company ownership granted to UTSA that shall remain undiluted through the receipt by the company of at least \$1.5 million in actual funding. Like the third-party license agreements, 50% of revenues from royalties will be distributed to the inventors. Other terms and conditions required by the UT System will apply. Details of these requirements will be provided by OCI upon request.

NOTE: Teams signing confidentiality agreements with external entities or companies in order to access proprietary technology may have additional obligations and/or rights with respect to technology improvements. If the team is funded by a sponsor, technology rights may not be available to license to the student team start-up company. In addition, teams who have a faculty-

inventor or choose to work on a prior UTSA-owned (faculty or student) invention or an improvement thereof will need to work with OCI to understand existing rights and obligations in order to be able to commercialize the technology.

Disclosing an Invention in Order to File for Intellectual Property Protection*

*This is not a requirement, only for informational purposes should a team need to disclose and invention.

1. Go to <https://research.utsa.edu/collaborate/oci/intellectual-property-process.html> to learn more about the University's Intellectual Property Process.
2. If you decide you want to protect your intellectual property, contact the Office of Commercialization and Innovation.

The technology must be disclosed to the Office of Commercialization and Innovation via the online [Technology Disclosure Form](#) 45 days prior to the public disclosure (to enable maximum protection options). The identity and contribution of each listed contributor must be clearly identified. However, inventorship will be determined by patent law. The technology is reviewed for both patentability and marketability and must meet both criteria in order for the OCI office to proceed. An exclusive license may be provided to the inventors or to a team including the other non-inventor student participants who worked on the business plan for the company, if the company is officially started. If the participants do not subsequently pursue a license, the technology will be available for licensing to the public and the inventors will share 50% of the royalty after patent and licensing expenses are recovered. (see Intellectual Property Section for more details.)

Appendix C

Competition Checklist for Reimbursement Submission*

*Teams are limited to \$500 in reimbursement expenses

When submitting for Reimbursement for the materials used in preparing for the CITE Tech Competition, you can only request for your expenses not your team members. Please ensure that all signatures and all original receipts are provided to Diego Capeletti in room: AET 1.216 (AET Building, 1st Floor, Room 1.216)

Reimbursable expenses:

Reimbursable expenses include, but are not limited to: 1- Materials and Supplies: used to create a prototype (for product) or pilot program (for services); 2- Equipment: modest amount of equipment needed to fabricate prototype (3D Printers or Scanners are not reimbursable); 3- Transportation: cost related to the delivery of goods (i.e., postage).

Non-Reimbursable expenses include but are not limited to: 1- Salaries – as well as Benefits/Fringe; 2- Administrative (i.e. office supplies and equipment, laptops, desktops, iPads, cell phones, or any other similar electronic devices); 3- Legal fees (i.e. patent applications, incorporation fees, attorney retainer and hourly fees).

Supplier Information Form (SIF):

If you have **never received payment from UTSA** you will need to fill out a Supplier Information Form and submit it to SIE. The SIF's are available in the competition handbook.

Taxes:

UTSA is a state institution and will NOT reimburse any taxes. Please have all costs calculated on the reimbursement form displayed without taxes.

PLEASE use Tax Exemption Forms to purchase items for project and do not pay tax -the form is in the competition handbook.

Reimbursement Form:

Please fill out the form appropriately with student name, Competition Project Name, etc. Do not include taxes in cost. Both the signature of the SIE Competition advisor and the student seeking reimbursement are needed on the form.

Receipts:

It is important to match all ORIGINAL receipts to the individual requesting for reimbursement. A reimbursement will not be approved if Disbursements cannot prove that the item(s) on the receipt(s) was made by the individual.

Credit Cards: With a Credit Card receipt, a signature is usually required at time of purchase. A signature or student's name printed onto the receipt is sufficient enough to prove that this purchase was made by the individual. Please attempt to provide an original receipt with signature or a bank statement will be needed.

Debit Cards: With a Debit Card receipt, a name is usually not printed on the receipt or signature required. If it is then this is fine the way it is to turn in for reimbursement. If not and it only displays the last four digits of the debit card then a copy of your bank statement would be needed to prove that the purchase was made by the individual. *Please see Bank Statements details below. Note: If at least one of your debit card receipts has a printed name or signature then this will be sufficient enough to back up all other receipts with the same card #.*

Online Purchases: If a receipt is for an online purchase, then it needs to show that the item(s) were purchased by the individual. An "Order Confirmation" is not proof that the item was paid for by the student. Please provide a receipt of the purchase made. If the receipt does not display adequate proof that the purchase was made and paid by the student then a copy of a bank statement would be needed. *Please see Bank Statements details below.*

Cash: If cash was used to purchase item(s), then the student must sign and date each receipt this pertains to.

Bank Statement Details:

- If applicable as described above, please provide a copy of your bank statement to show that indeed these purchases were made by the individual requesting a reimbursement. This can be

from your online banking statement or actual hardcopy sent to you from your bank. (Please DO NOT display any Account Numbers, PIN Numbers, etc. on copy.) This confidential information should be blackened out along with any other purchases not related to this reimbursement.

Deadline to Submit SIF and Reimbursement Forms:

Each team member has **60 (SIXTY) DAYS** after the day of the competition to submit the Supplier Information Form and the Reimbursement Form, if applicable. Reimbursements will not be processed if forms are not presented on time. Also, prizes cannot be processed until Supplier Information Form is submitted.

If you have any questions, please contact Randy Quinn at (412) 398-1784 or at randolph.quinn@utsa.edu.

UTSA Competition Reimbursement Form

Up to \$500 per team
Project ID: 1000000470

Student Name: _____
Banner ID or abc123: _____
Team Name: _____
Project Name: _____
Total Reimbursement Requested: _____

List of Expenses: fill out the chart below; if more space needed, continue and complete on page 2

Date of the Receipt	Vendor Name	Method of Payment	Total Amount (Net of Taxes)
Total Reimbursement Requested:			\$

Printed Name of Faculty Advisor: _____ **Date:** _____

Faculty Advisor Signature: _____

Printed Name of Student: _____ **Date:** _____

Student Signature: _____

I _____ certify that the expenses for reimbursement are solely for the competition purposes and that no expenses claimed as reimbursable relate to personal or unallowable expenses. I agree to reimburse UTSA SIE for expenses that do not contribute to the project.

Date of the Receipt	Vendor Name	Method of Payment	Total Amount (<i>Net of Taxes</i>)
		Total Reimbursement	\$

Before you submit:

- Please fill out the form appropriately with Student Name, Team Name, Competition Project Name
- Both the signature of the FACULTY ADVISOR and the STUDENT seeking reimbursement are needed on the form.
- Attached **ALL ORIGINAL RECEIPTS** and **BANK STATEMENT** for reimbursement
 - If pay with *cash*: Print, Date, and Sign Your Name on the Receipt
 - If pay with *credit card*: Your Name must be on the receipt or attached bank statements showing the last 4 digits of the credit card that matches the name of the individual asking for reimbursement . *It is important to match all original receipts to the individual requesting for reimbursement.*
- If receipt is missing, a special form needs to be filled out in order to request reimbursement.
- All total cost calculated should be NET OF TAXES. UTSA is a state institution and will **NOT** reimburse any taxes.
- The check will be issued once everything is submitted and approved. The disbursement process could take up to one month. Direct deposit is faster and preferred.

- Don't forget if you HAVE NEVER received payment (*i.e. reimbursement from other events, and prize*) from UTSA, you'll also need to submit the Supplier Information Form (SIF) alongwith this form.
- Submit the complete form with all the attachments to **SIE Coordinator**. Ifyou have any questions or concerns, contact **Randy** via email: randolph.quinn@utsa.edu or call 412-398-1784.

Texas Sales and Use Tax Exemption Certification

This certificate does not require a number to be valid.

Name of purchaser, firm or agency The University of Texas at San Antonio	
Address (Street & number, P.O. Box or Route number) One UTSA Circle	Phone (Area code and number) 458-6559
City, State, ZIP code San Antonio, TX 78249	

I, the purchaser named above, claim an exemption from payment of sales and use taxes (for the purchase of taxable items described below or on the attached order or invoice) from:

Seller: _____

Street address: _____ City, State, ZIP code: _____

Description of items to be purchased or on the attached order or invoice:


Purchaser claims this exemption for the following reason:

Employer ID Number (EIN)/ Federal Tax Identification Number (TIN): 741717115

Texas Tax ID: 3-74374-3743-9

I understand that I will be liable for payment of all state and local sales or use taxes which may become due for failure to comply with the provisions of the Tax Code and/or all applicable law.

I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate, and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.

	Purchaser	Title	Date

NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist.

This certificate should be furnished to the supplier. Do **not** send the completed certificate to the Comptroller of Public Accounts.