

# Rules and Guidelines

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The Alltech Innovation Competition is designed to mimic the real world process of raising venture capital while at the same time developing business ideas that can either be launched in Ireland or provide a significant socioeconomic benefit to Ireland. Graduate and undergraduate students who present an idea in the areas of X, that has been developed or conceived during their time at university are eligible to apply.

The Alltech Innovation Competition directors reserve the right to disqualify any team that violates the rules, regulations or the spirit of the competition. Faculty advisors are responsible for ensuring their teams meet these requirements. The teams are also responsible for ensuring their own eligibility. Violations by the teams will result in the school being ineligible in this year's competition and forfeiture of awards and prize money.

## Presentation Rules

- Each group will be required to make a 20 minute uninterrupted presentation followed by 5 minutes of questions from the judges.
- Each group should present their business model answering the following questions:
  - Who will buy it and how often?
  - How will you make a profit by building a margin?
  - What fixed costs will you need to meet monthly?
  - How much working capital will your new firm need?
  - How much cash will you need upfront?
  - Within the 20 minutes allotted your group may wish to emphasise one area over another or to divide time equally.
  - Groups should feel free to include additional slides in an appendix. These should not be shown during the 20 minute presentation, but might be used to deal with questions from judges or simply as supporting material for judges to review during the presentation.

## Student Involvement

- The competition is for student created, managed, and owned ventures.
- The students should play a major role in conceiving the venture by having key management roles and owning significant equity in the venture.

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## Team Composition

This is a competition for undergraduate and graduate students; teams may consist of all undergraduate students, all graduate students, or a mixture of undergraduate and graduate students. Students from any graduate programme are eligible to participate, including executive and evening format programmes. Non-students may be members of the venture's management team and may participate in planning the venture, however only students may participate in the competition. Only one team per university may enter.

## Student Enrolment

The competition is for students currently enrolled during the 2015/2016 academic year in an undergraduate or graduate programme.

## University Sponsorship and Faculty Advisor Involvement

The business model must be prepared under faculty supervision. Ideally, the business model will be prepared for credit in a regularly scheduled course or as an independent study. The business model must represent the original work of members of the team. All universities with participating teams are required to send faculty or other university advisors to the Alltech Innovation Competition.

At the time a team submits their business model to the Alltech Innovation Competition the faculty advisor must, on behalf of the sponsoring university, attest to the eligibility of their team, their adherence to the rules and guidelines and acknowledge potential penalties for violations and infractions.

## Competition Awards

- Awards will be paid to each participating team's university. Each university is responsible for distribution to their team.
- All teams receive €1,000.
- The winning team will receive an additional prize of €3,000.

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## Intellectual Property Considerations

- All sessions of the competition may be broadcast to interested persons through media which may include radio, television and the internet.
- Any data or information discussed or divulged throughout the competition should be considered information that can enter the public domain.
- The Alltech Innovation Competition may make photocopies, photographs, video recordings and/or audio recordings of the presentations including the business model and other documents, charts, media or other material prepared for use in presentation at the competition.
- The Alltech Innovation Competition may use the materials in any book or other printed materials and any videotape or other medium that they may produce, provided that any profits earned from the sale of such items is used to defray the costs of future Alltech Innovation Competitions. The Alltech Innovation Competition has non-exclusive world rights in all languages, and in all media, to use or to publish the materials in any book, other printed materials, videotapes or other medium, and to use the materials in future editions thereof and derivative products.