STARTUP challenge

SPIE Startup Challenge 2016

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- Set Up
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Launch Competition

(Required to go Live)

- Competition Name
- Create Homepage - Banner Image and Banner Text
- Registration Deadline and at least 1 round
- Create Application Questions
- Assign Question to a round
- Customize Applicant Communication
- Preview Application

Prepare for Judging

(Recommended to go Live)

- At least 1 judging round
- Create Judge Questions
- Assign Judge Question to Round
- Customize Judging Communication
- Manage Judging
- Advanced Judge Assignments
- Scorecard Viewing Options
- Preview Judge Score Card

Additional Options

(Optional)

- Sponsors
- Set Awards
- Track/Flight/Category
- Setup Scoring Range
- Competition Hosted Files
- Additional Administrators
- Invite Applicants

[close preview window]
-

Team Members and Advisors 🛈

Add a Team Member or Advisor and Send an Invitation

Email Address [_____]　is a　　Member　Advisor [Send Invite]

Application for Example Widget Co.

Please complete all the questions and upload your slide deck to complete your application. Contact the administrator if you have questions that are not covered in the rules and eligibility page. Dirk Fabian - dirkf@spie.org +1-360-685-5474 US/Pacific

Eligibility and Agreement to Terms

Question 1.　　　Required

The SPIE Startup Challenge for photonics technology is held annually at the Photonics West conference in San Francisco. This competitive event invites new entrepreneurs to pitch their light-based technology business plan to a team of business development experts and venture capitalists.

Startup Challenge Eligibility, Structure, Rules

Eligibility: Participants must have an optics or photonics technology or application that they wish to publicly present as the basis for a viable new business. Established companies must be *pre-revenue at the time of the written application*. Pre-revenue in this case means revenue generated from products sold, not funding acquired through investors, grants, or other support. The focus is on new businesses and potential startups. Therefore,

companies that have already sold products are ineligible to enter the competition. Students, post-docs, professors and other first-time business starters are encouraged to apply. The Startup Challenge accepts applications from the worldwide community of entrepreneurs.

Training: The Startup Challenge is more than a simple pitch competition, but an entry point into the community of photonics business development. Numerous experts and mentors attend the competition training to volunteer their time in support of new business ventures. Semi-Finalists in the Startup Challenge will be invited to attend a full day of training on Monday, 15 February 2016 at Photonics West. This training will include 1) business plans: from beginnings to exits 2) pitching and 3) customer interviews. A networking lunch and additional industry programming will serve to introduce you to the right people to help solve your business questions. Representatives from IP Law, finance, marketing, partnerships, and capital funding are looking forward to learning about your plan and answering your questions about creating a successful venture.

Structure of the Competition: All applicants will have their written application evaluated by a team of expert judges. Judges will select approximately 20 semi-final pitches that will enter the live pitch round of the competition from the initial pool of applicants.

The semi-final round will take place at Photonics West on Tuesday afternoon (16 February, 2016) and is structured exactly like the final round, but will not have a large audience. A panel of judges, different from the initial pool, will select the top 6 presenters from Tuesday who will go on to the final competition on Wednesday afternoon (17 February).

The final round will occur in public, with judges deciding the top 3 pitches and announcing the winners shortly after the last presenter has finished. The decisions of the judges are final.

Rules for the Pitch: Oral pitches for both rounds of the Startup Challenge can be no longer than FIVE (5) MINUTES each. You may use a maximum of FIVE (5) SLIDES. Extra time and additional materials are not allowed. Pitches must be made live and in person at Photonics West by the applicant or a team member named in the application.

Participation in the competition means that you agree to have your startup presentation evaluated publicly. Furthermore you allow SPIE to use your name, likeness, and the information provided in the Startup pitch to promote your product and this competition, in print and electronic communication means.

Application Fee: There is no fee to enter the competition. However, applicants selected as semi-finalists will need to pitch in person at Photonics West. You will need to register for the conference - a free "Exhibit-only" badge is sufficient - and make arrangements to travel to San Francisco.

Travel: The Startup Challenge does not provide travel support to attend Photonics West

A note on disclosure: The written application to participate in the Startup Challenge will be read by a team of evaluators who have been asked to keep the contents of the application confidential, however, no formal guarantee of confidentiality will be provided or implied. The oral presentations required in February 2016 to participate in the Startup Challenge do constitute disclosure.

SPIE may document the competition with video and images of the presentations. This material will be used by SPIE to promote the Startup Challenge competition, your pitch, and entrepreneurship in photonics. If you are filmed by SPIE, you may always request a copy of the footage.

Additional Questions: If you have questions about eligibility, participation, expectations, sponsorship, or anything related to the Startup Challenge, please contact the program administrator: Dirk Fabian (dirkf@spie.org) or by phone (+1 360 685 5474) - this is a US West Coast timezone. Between 15 October and 16 November, please contact Courtney Rambo for information - (courtneyr@spie.org).

I have read and understood the eligibility requirements and wish to participate in the competition. I agree to have my start-up presentation evaluated publicly. I agree that SPIE may use my name, likeness, and the information provided in the Startup pitch to promote my product and this competition, in print and electronic communication means. I understand the decisions of the judges and staff of SPIE are made in good faith to create a fair competition, and are final.

Yes
No

Presenter Contact Information

Question 2.   Required

Prefix

Question 3.   Required

First / Given Name

Question 4.   Required

Surname / Family Name

Question 5.   Required

Institution / Company

Question 6.   Required

Job Title

Question 7.   Required

Email Address

Question 8.   Phone number

Question 9.   State

Question 10.   Required

Country

Question 11.   Postal Code

Photonics West Presentation

Question 12.   Required

Presenting a paper at Photonics West is not a requirement for entering the Startup Challenge, but we wish to provide a resource for those interested in the technical details of the pitch.

Will you be presenting a paper or poster in person at Photonics West 2014 that is related to your startup pitch idea?

     Oral Presentation
     Poster Presentation
     No

Question 13.   If yes, please enter the paper or presentation number

Product Information

Question 14.   Required

Title of Pitch or Product

Question 15.   Required

In 150 characters or less, sell the judges on your product, or create a memorable tagline. (~3 lines)

Question 16.   Required

What problem are you trying to solve with your business or product?

Question 17.   Required

How does your product create value for your customers?

Question 18.   Required

What is the development status of the product?

> Peer-reviewed results (theory)
> Peer-reviewed results (experimental process
> product)
> Product Prototype - lab testing
> Product Prototype - field testing
> Multiple Prototypes - customer testing
> Product on the market
> Product being sold

Team information

Question 19.   Required

Who are your team members for this business or product? Are there any gaps that you need to fill?

Question 20.   Required

What specific talents does your team have that will make your venture successful?

Customers

Question 21.   Required

Describe your target customer. Who are the people you are trying to sell to?

Question 22.   Required

Why will they take notice of your product and switch from their existing solution?

Financial Case

Question 23.   Required

What is the Total Available Market (TAM) for this product or service? What is the Serviceable Available Market (SAM)? What is the Serviceable Obtainable Market (SOM)?

Please indicate your assumptions in this estimate with both dollars and units if possible.

If these terms are unfamiliar to you - read this: https://www.thebusinessplanshop.com/blog/en/entry/tam_sam_som

Question 24.   Required

How do you plan to sell it? What do you plan to charge for your product?

Competitive Advantage

Question 25.   Required

Who is your competition?

Question 26.   Required

How will you differentiate from your competition? Is this a sustainable advantage?

Question 27.   Required

What prevents others from capturing your market?

Intellectual Property

Question 28.   Required

What is the status of the intellectual property for the product or idea? (US Patent system, if other, please describe below)

Unprotected
Public Disclosure in Journals or Talks
Provisional Patent Filed
Full Patent Filed
Full Patent Granted
Full Patent plus supporting / related patents

Question 29.   What details would you like considered regarding the intellectual property of the product or idea?

Next steps and Milestones

Question 30.   Required

What are your next steps or next three milestones? Are there key technical risks that you still face?

Draft 5 slide pitch deck & business model canvas

Question 31.   Required

Please upload your pitch slide deck in powerpoint or pdf format.

Tips: The pitch slide deck can be any presentation that you use to present your business / product to potential partners or investors. It is best to have a draft of the five slides that you will use for the Startup Challenge pitch competition. It should not be your technical talk. You may structure these slides as you wish, however consider referencing the lean business canvas for topics areas. For example, here is a common structure for a quick pitch deck:

- Slide 1: Vision / Elevator Pitch / The Problem
- Slide 2: Team and Company snapshot
- Slide 3: Customer Profile / Traction / Validation
- Slide 4: Market Opportunity / Revenue Model
- Slide 5: Financials / Go-to-market strategy

(Reference: http://www.forbes.com/sites/chancebarnett/2014/05/09/investor-pitch-deck-to-raise-money-for-startups/)

Uploaded File:

Delete

Choose File   No file chosen

Maximum size is 20M - New uploads replace previous ones

Question 32.   Required

Please provide a one page completed version of the lean business model canvas.

Here is a good source for the canvas:

http://nciia.org/sites/default/files/features/i-corps/business_model_canvas.pptx

More information about the business model canvas:

http://www.businessmodelgeneration.com/canvas/bmc

http://venturewell.org/i-corps/newfaculty/

Uploaded File:

Delete

Choose File   No file chosen

Maximum size is 20M - New uploads replace previous ones

You are allowed to update your application until the competition deadline.

Return to Profile

Return to Profile

Application Deadline

42
Days1
Hour19
Minutes13
Seconds
"Written Application" is accepting new
applications until
20-Nov-2015 05:00 PM PST (-0800)

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