

2018/2019

RULES AND GUIDELINES



The following are a listing of rules for the Maverick Challenge:

1. All participants of the Maverick Challenge must be a high school student in **Bartholomew, Brown, Dearborn, Decatur, Franklin, Jackson, Jefferson, Jennings, Monroe, Ohio, Ripley, Scott, or Switzerland County (or another participating county)**.
2. Participants must register for the Maverick Challenge by the date stated on the registration page.
3. Participants may participate individually or as a team. If participating as a team, no more than three students may be on a team. Teams may consist of students from different high schools located within their participating county.
4. Teams moving beyond the first round should demonstrate that customer validation has been completed.
5. The business idea can be for a product, service, platform, or system.
6. In order to be eligible for the grand prize participants of the Maverick Challenge should participate in the following event if applicable in their county:

Student Pitches

Round 1 Plan Submission (Round 2 and 3 if selected)

Mentor Q&A

For dates and a complete list of events please refer to the timeline and additional rules for your county of participation.

7. The Maverick Challenge consists of **three** components:
 1. Pitch
 2. Plan
 3. Present

8. All teams MUST submit their deliverables by the date stated within their county of participation. Judges will review and rank written business plans. The top10 ranked teams will then be asked to give an oral presentation on their business plan.

9. All participants must complete the Maverick Challenge 2.0 Online Curriculum in order to move forward in the competition.

10. Participants MUST read and agree to the rules of the Maverick Challenge. Failure to do so will result in elimination from the competition.

11. While there are criteria and scoring guides for the judging of the business plans, all decisions made by the judging panel are final.

12. Please note. These rules may be subject to change at both the county and regional level.

Bartholomew County- Final written business plans (videos and slides) must be turned in by Friday, November 30th by 4 p.m. to the Columbus Area Chamber of Commerce, located at: 500 Franklin Street, Columbus, IN 47201. Failure to do so will result in disqualification from the Challenge. Written plans will be reviewed and ranked. Top teams will then be chosen to move onto Round 2 (local competition).

Regional Partners- Once all counties have chosen a winner, one (1) winner from each county will be submitted for the regional competition. Winning students will be asked to present their plans to a panel of regional judges.

ENTRY COMPONENTS

The following are a listing of items students **MUST** turn in and/or complete in as part of their final business plan for the Maverick Challenge:

1. **Pitch**= Executive Summary – one page (pdf) & 3 minute video pitch
2. **Round 1**= 5 minute video pitch & up to 10 slides. (PDF preferred)
3. **Round 2 & Round 3** (if advancing to local or regional finals) = 10 minute in-person presentation and & up to 20 slides. (PDF preferred)
4. Students **must show** at least three proofs of contact with mentors. These may include business cards or copies of communication with mentors (mentors can be members of the community, teachers, professors, business owners, etc).

JUDGING CRITERIA

Judges in the Maverick Challenge will be looking for the following:

- **Executive Summary**
- **Professionalism**
- **Organization**
- **Demand**
- **Market Opportunity**
- **Profitability**
- **Customer Validation**
- **Presentation Skills**
- **Overall Impact**

In addition to the above, attention to the following detail will help:

- **Writing Style:** Write for the educated, avoid jargon.
- **Graphics:** Graphics should help tell a story. Use them where they make sense.
- **Edit and Re-Edit:** Before submitting your presentation, run it by people who will give you an honest assessment about your idea, and how it is presented. Typos, misspellings, and grammatical errors should be avoided at all costs.