



Rules and Guidelines

1. Participants may participate individually or as a team. If participating as a team, no more than three students may be on a team.
2. Participants must register for the Maverick Challenge by the deadline through www.maverickchallenge.com.
3. In order to be eligible for the grand prize, participants of the Maverick Challenge should participate in all 3 rounds of the Maverick Challenge:
 - Pitch
 - Plan
 - Present
4. All teams must submit their written business plan by Friday, December 6th, by 4 p.m. Judges will review and rank written business plans. The top ranked teams (top 10) are required to give an oral presentation on their business plan.
5. All participants must complete the Maverick Challenge 2.0 Online Curriculum in order to move forward in the competition.
6. Participants must read and agree to the rules of the Maverick Challenge. Failure to do so will result in elimination from the competition.
7. While there are criteria and scoring guides for the judging of the business plans, all decisions made by the judging panel are final.
8. 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).

Entry Components

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

Pitch= Executive Summary – one page & 3 minute video pitch

Round 1= 5 minute video pitch & up to 10 slides. (PDF preferred)

At least three proofs of contact with mentors.

Round 2 & Round 3 (if advancing to finals) = 10 minute in-person presentation and & up to 20 slides. (PDF preferred)

At least three proofs of contact with mentors.



Judging

The competition is intended to stimulate the real-world process of entrepreneurs soliciting start-up funds from early-stage investors, successful entrepreneurs, and community leaders. The judges function as venture capital investors deciding on which business venture they would most likely fund. The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentations, all influence the judges' decisions. Ultimately the winning team should be the team in which the judges would most likely invest their money.

The ranking of the teams is guided by the scorecard (described below), which should be consistent with the approach that would be used by a venture capital or early-stage investor.

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 give in-person business plan presentations.

Regional Partners- Once all counties have chosen a winner, one 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.

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

- **Executive Summary:**
- **Professionalism:**
- **Organization:**
- **Demand:**
- **Market Opportunity:**
- **Profitability:**
- **Overall Impact:**

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

- **Writing Style:** Write for the educated, intelligent layman. 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.