2018 MARK AIN BUSINESS MODEL COMPETITION

COMPETITOR'S GUIDE

ATTEND WORKSHOPS

COMPETE & PRESENT

WIN CASH PRIZES

ENTREPRENEUR
Ain Center for Entrepreneurship

UNIVERSITY OF ROCHESTER
MARK AIN
BUSINESS MODEL COMPETITION

OVERVIEW OF THE PROGRAM

The twelfth annual Mark Ain Business Model Workshop Series and Competition, made possible by support from Simon alumnus and entrepreneur Mark S. Ain ’67S (MBA), founder of Kronos Incorporated, provides aspiring student entrepreneurs an opportunity to attend a series of three workshops that provide guidance on articulation of concept, development of business and operational models, and exposure to startup implementation issues.

At the conclusion of the workshops, students are encouraged to enter the Mark Ain Business Model Competition, which is open to all University students. Workshop attendance is not a prerequisite to enter the competition. Students may submit business plans that were written for courses.

There is a $50 competition entrance fee. However, if a team has at least one undergraduate or Simon Entrepreneurs Association (SEA) member, the fee is waived.

Preliminary judging will be based on the online application. In the semi-finalist round, ten teams will present their business models. Based on their presentations, five finalist teams will be selected to present their business models to a panel of distinguished alumni judges, including Mr. Ain.

- First Place: $10,000 cash + acceptance into the UR Student Incubator
- Second Place: $2,500 cash
- Third Place: $1,000 cash
MARK AIN
BUSINESS MODEL COMPETITION

2018 SCHEDULE

MARCH 6 | 4:00 - 5:15 PM
AIN WORKSHOP 1: FIND A TEAM, GROW AN IDEA
SCHLEGEL HALL, ROOM 207
DR. ANDREW SCHEINMAN
CEO, NIDUS BIOSCIENCES AND PRINCIPAL & OWNER, SCHEINMAN LAW

MARCH 27 | 4:00 - 5:15 PM
AIN WORKSHOP 2: MARKET INTELLIGENCE FOR CUSTOMER DISCOVERY
SCHLEGEL HALL, ROOM 103
DR. MITCH LOVETT
ASSOCIATE PROFESSOR OF MARKETING, SIMON BUSINESS SCHOOL

APRIL 16 | 4:00 - 5:15 PM
AIN WORKSHOP 3: TBD
LOCATION TBD
DR. URS WAECHLI
VISITING FACULTY & ASSISTANT PROFESSION OF FINANCE, SIMON SCHOOL

APRIL 19 | 11:59 PM: COMPETITION ONLINE ENTRIES DUE
WWW.ROCHESTER.EDU/AINCENTER/COMPETITIONS/AIN/APPLY/
Ten (10) semi-finalist teams are required to electronically submit
complete, written business plans by Thursday, April 26, and presentation
slide decks by Monday, April 30.

MAY 3 | 4:00 - 6:00 PM
SEMI-FINAL PRESENTATION EVENT
GLEASON HALL, ROOM 318/418

MAY 16 | 4:00 - 6:00 PM
FINAL PRESENTATION EVENT
SCHLEGEL HALL, EISENBERG ROTUNDA

CONTACT US
585.276.3500 | AINCFE@ROCHESTER.EDU
ABOUT THE APPLICATION PROCESS

Applications must be submitted online at:
www.rochester.edu/aincenter/competitions/ain/apply/

For information on competition eligibility, please visit:
https://www.rochester.edu/aincenter/competitions/ain/
and select the Eligibility tab.

For information on application requirements and judging, please visit:
https://www.rochester.edu/aincenter/competitions/ain/
and select the Guidelines tab.

During the preliminary round of judging, teams are evaluated on the content of their online application. During the semi-final round of judging, ten teams are evaluated on the oral presentations of their business plans, including a slide deck, and their complete, written business plans. Five finalist teams will be selected after the semi-final round. During the final round of judging, five finalist teams are evaluated based on their online applications, written business plans, and oral presentations, including slide deck. Coaching is available to the five finalists selected after the semi-final round.

QUESTIONS

MATTHEW SPIELMANN
SENIOR PROGRAM MANAGER

MATTHEW.SPIELMANN@ROCHESTER.EDU
(585) 273-3967
### Scoring Criteria

**Mark an essay on the following**

<table>
<thead>
<tr>
<th>Scoring Criteria</th>
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**Additional Comments:**

20. The application is maximum of two pages.
19. The application shows attention to detail — typography, etc.
18. The presentation is clear and concise.
17. The overall presentation is well-organized and engaging.
16. The team appropriately uses tables and graphs.
15. The overall presentation is well presented.
14. The team’s slide design is effective.
13. The team effectively uses visual aids.
12. The team’s presentation is persuasive.
11. The team is confident and articulate.
10. The team demonstrates knowledge of the market.
9. The team is well-prepared.
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