2019 MARK AIN BUSINESS MODEL COMPETITION

COMPETITOR'S GUIDE

ATTEND WORKSHOPS

COMPETE & PRESENT

WIN CASH PRIZES

ENTREPRENEUR
Ain Center for Entrepreneurship

UNIVERSITY of ROCHESTER
The thirteenth 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

2019 SCHEDULE

JANUARY 31 | 4:45 - 5:45 PM
AIN WORKSHOP 1:
THE GENIUS OF A BUSINESS PLAN: BE DIFFERENT AND BE BETTER
SCHLE格尔 HALL, ROOM 207
DAVID MAMMANO, FOUNDER & CEO OF AVANTI ENTREPRENEUR NETWORK:
INSTRUCTOR AND ADVISOR FOR E5 PROGRAM

FEBRUARY 26 | 4:45 - 5:45 PM
AIN WORKSHOP 2: MONEY MATTERS: FUNDING YOUR VENTURE
GLEANON HALL, ROOM 119
JACK GRECO '06, '08S (MBA),
FOUNDER AND PRINCIPAL OF CUPULE VENTURES, LLC

MARCH 25 | 4:45 - 5:45 PM
AIN WORKSHOP 3: STARTUP STORYTELLING: BECOME A MASTER OF
PITCHING
SCHLE格尔 HALL, ROOM 107
KATHRYN CARTINI, PARTNER OF CHLOE CAPITAL; COO OF UPSTATE VENTURE
CONNECT; FOUNDER OF PEACOCK MEDIA

APRIL 18 | 4:00 PM: COMPETITION ONLINE ENTRIES DUE
WWW.ROCHESTER.EDU/AINCENTER/COMPETITIONS/AIN/APPLY/
The top ten (10) semi-finalist teams will be invited to electronically
submit complete, written business plans by Thursday, April 25, at noon,
and presentation slide decks by Monday, April 29.

MAY 2 | 4:00 - 6:30 PM
SEMI-FINAL PRESENTATION EVENT
LOCATION TBA

MAY 15 | 4:00 - 5:45 PM
FINAL PRESENTATION EVENT
LOCATION TBA

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
<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>TOTAL SCORE</th>
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<tbody>
<tr>
<td><strong>IN SUMMARY</strong></td>
<td>Score (1-5)</td>
</tr>
<tr>
<td>1. The team should win the competition.</td>
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<td>2. The idea is feasible.</td>
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<td>3. The idea is compelling.</td>
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<td><strong>PRESENTATION</strong></td>
<td>Score (1-5)</td>
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<td>4. The presentation was knowledgeable about product or service.</td>
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<td>5. The presentation was compelling.</td>
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<td><strong>OVERALL OPPORTUNITY</strong></td>
<td>Score (1-5)</td>
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<td>6. The team understands its competitive advantage.</td>
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<td>7. The product or service is unique.</td>
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<td>8. The product or service is understandable.</td>
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<td><strong>CONCEPT AND MARKET</strong></td>
<td>Score (1-5)</td>
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<td>9. The team has a clear plan for making funds to reach milestones.</td>
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<td>10. The team has a clear plan for entering market to reach milestones.</td>
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<td>11. The overall business model is feasible.</td>
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<td><strong>ADDITIONAL COMMENTS</strong></td>
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<tr>
<td>1. The team's expertise and work is currently needed.</td>
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<tr>
<td>2. The team's expertise and work is currently needed.</td>
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<td>3. The overall business model is practical.</td>
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<tr>
<td>4. The market is suitable to support this venture.</td>
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</tr>
<tr>
<td>5. The market is suitable to support this venture.</td>
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**TEAM NAME:**

Judging Criteria – Final Presentation
Mark an X in Business Model Completion

SCORE:

CRITERIA