



Alumni New Venture Competition Application 2017-2018

All fields with an asterisk (*) are required.

CONTACT AND ELIGIBILITY VERIFICATION

- *First Name:
- *Last Name:
- *Email Address:
- *HBS Degree:
- *HBS Graduation Year:
- *HBS Class Section:
- Provide LinkedIn Profile URL:

Please read carefully through these eligibility terms.

ELIGIBILITY REQUIREMENTS, TERMS & CONDITIONS– 2017/2018

- The venture must have an HBS alumni as a founder.
- Ventures must have less than \$2 million USD in revenue. In addition, they may not have raised more than \$ 2.5 million USD in total debt/invested equity capital. This amount includes money received through grants, awards, and other funding sources. Teams must meet all criteria. Invested capital is defined as funding appearing on the plan's balance sheet at the time of submission, which is no later than January 29, 2018. Teams will disclose any prior funding received at the time of registration.
- HBS investors are not eligible to submit companies unless they are identified as a founder and involved full-time in the day-to-day operations. The HBS Founder must be represented at all events and be the pitch lead.
- Investment funds, acquisitions, and consulting services are not deemed "new ventures" and are not eligible.
- Cash and in-kind prizes are awarded solely to participating companies and not to any grant-funding institutions.
- The HBS Rock Center for Entrepreneurship reserves the right to disqualify any entry that violates the rules or spirit of the competition. The decision of the Rock Center are final and binding.

CLUB REGION (Select one):

- Africa (Hosted by: HBS Club of Nigeria/South Africa)
- Asia-Pacific (Hosted by: HBS Club of Shanghai)

- Canada (Hosted by: HBS Club of Toronto)
- Europe (Hosted by: HBS Club of France)
- Latin America (Hosted by: HBS Club of Brazil)
- Mid-Atlantic US (Hosted by: HBS Club of D.C.)
- Midwestern US (Hosted by: HBS Club of Chicago)
- New England (Hosted by: HBS Association of Boston)
- New York (Hosted by: HBS Club of NY)
- Northwestern US (Hosted by: HBS Assoc. of Northern California)
- Southeast Asia (Hosted by: HBS Club of India)
- Southeastern US (Hosted by: HBS Club of Atlanta)
- Southwestern US (Hosted by: HBS Club of Southern California/HBS Association of Orange County/HBS Club of San Diego)
- Texas US (Hosted by: HBS Club of Dallas)

***2. COMPANY NAME:**

3. COMPANY URL:

4. COMPANY LOGO UPLOAD:

5. TEAM PHOTO UPLOAD:

6. COMPANY ADDRESS LOCATION:

***7. COMPANY INDUSTRY:**

***8. TEAM INFORMATION.** Please provide information for yourself (member #1) and your team members below: Name, Title/Role, Email/Phone, HBS Degree & Year (if applicable), % equity ownership, Is this role full time (FT) or part time (PT)?

*Team member 1

Team member 2

Team member 3

Team member 4

Team member 5

Team member 6

EXECUTIVE SUMMARY

The Executive Summary's primary goal is to sell the investment opportunity. Below are the key components. It is important to keep in mind that each venture is unique and founders need to determine which areas of the summary require more explanation. Feel free to upload any pertinent documents. DO NOT include any patent-protected or "secret sauce" information.

The Vision/Objective

Describe what your business does or its principal mission or objective in 3 – 4 sentences. This should be a compelling and concise statement. Answer the following: For (target customers) who must (solve a specific problem), our product is a new (new product category), that provides (key breakthrough benefit vs. current way of doing things – which solves dilemma), unlike (competitor in new category).

Problem

Outline the problem and ensure that you define how big the problem is that you are going to solve.

Solution

What are you offering and to whom? Describe the primary product/service. Concentrate on the essential value proposition and customer benefits.

The Market

Define your target market. (e.g. women's athletic apparel, b2b software, storage devices, etc.) Describe your segmentation, size, growth rate, and dynamics. What is driving this segment?

Competition

Give an overview of direct competitors, substitutes, or those about to emerge. Explain why your product/service is superior? (e.g. speed to market, established brand name, lower production costs).

The Go-to-Market Strategy

What is your plan for execution? Summarize sales, marketing, and partnership plans. 7. The Business Model Explain how you will generate revenue from your customer base and why it's scalable?

Key Milestones

Describe important milestones you have accomplished to date. (eg. team building, funding, product development, test/experiments)

Financial Snapshot

Give an overview of your annual revenue and net income for three years (supplemental information should include a cash flow statement and balance sheet). Define assumptions so it is clear that you have developed a realistic model. **PLEASE UPLOAD FINANCIAL SPREADSHEETS HERE.**

Capital Requirements

How much capital will you need prior to becoming cash flow positive and how will the fund be applied? This is the minimum required equity you need to reach your next milestone.

The Team

Introduce your team, highlight what you bring to this venture. Explain each key team member's role, responsibility, education/HBS affiliation, relevant work experience & spheres of influence.

PITCH DECK

Pitch decks are required to apply but you will need one if you are chosen to pitch at your regional final. We encourage you to submit one with your application. Upload one here.

IMPORTANT

Regional Competition Date: Please check with your regional NVC Club Lead

If your team is chosen to pitch at the regional competition, you will be asked to submit a final pitch deck (**Pitch Deck template** for guidance) to your NVC region organizer. If you win the regional competition, the pitch deck along with a 90-second video will be required of you by March 10, 2017 to move onto the Virtual Global Semi-Finals round. Your application, pitch deck and video will be shared with HBS global judges, who will select 4 global finalists to move onto the Global Finalist round.

Global Semi-Finals Round on Tuesday, April 17, 2018 (HBS Campus)

All regional winners are invited back to campus for the Global Semi-Finals round on April 17, 2018 to pitch to a live group of prominent judges. Four finalists will be chosen to pitch live at the Finals round the following day and at the NVC Finale. See below for more information.

Global Finals Round on Wednesday, April 18, 2018 (HBS Campus)

All regional winners and the 4 global finalists will be invited back to campus for the NVC Global Finale event on April 18, 2018 to participate in day-of programming.

The 4 global finalists will have 15 minutes to pitch and 15 minutes of Q&A in front of prominent venture capitalists. These judges will select the Grand Prize and Runner-up winners. The 4 global finalists will also do a 90-second pitch on stage at the live New Venture Competition Finale. All winners will be announced at the finale later that afternoon.

- Grand Prize Winner: \$75,000
- Runner-up Winner: \$25,000
- Crowd Favorite Winner: \$5,000 (chosen via a live poll at the finale)

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GOOD LUCK!