



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. You may be asked to provide documents verifying your role and equity stake in the venture.
- 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.
- Before you register with Reviewr, please read their [Terms & Conditions](#) and [Privacy Policy](#). When using this platform, you are agreeing to Reviewr's Terms.

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)
- 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. Will your IP be part of your competitive advantage? Define the 1 and 5 year impact that you hope to accomplish.

The Market

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

What traction have you made to date with market validation (e.g., users, paying customers, lab/trial data)? What will be your messaging to users & customers and how do you plan to spread that message? (max 250 characters) • Sales and Distribution – How will you reach your customers? Via which channels will you likely reach your customers/users (e.g., online, retail locations, inside sales, partnerships, direct sales, Value added resellers, franchise, licensing)?

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)? Why will you win?

Key Milestones

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

Financial Snapshot

What are the key drivers of business economics (Price points, margins, etc)? For example, what do you anticipate as the primary cost/revenue streams? Define assumptions so it is clear that you have developed a realistic model. PLEASE UPLOAD FINANCIAL SPREADSHEETS HERE. (e.g., a Basic P&L and Cashflow Statement)

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. Please share any current or anticipated investors or advisors.

PITCH DECK

Pitch decks are required to apply. Please 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 28, 2018 to move onto the Global rounds.

GLOBAL SEMI-FINALS & FINALS ROUND: April 18, 2018 (HBS Campus)

The Global Semi-Finals and Finals round will take place on the HBS campus on Wednesday, April 18, 2018. Regional winners will pitch live to a panel of HBS alumni investors and founders. Four finalists will be selected to pitch live in a finals round that same day.

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

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

The HBS Rock Center for Entrepreneurship & Alumni Relations Office 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.

GOOD LUCK!