

**2009 Rice University Business Plan Competition  
Cash Prizes and Awards**

In total, **\$675,000** in cash and in-kind prizes will be awarded to the winning teams, consisting of three parts:

1. **\$125,000 – Investment Prize:** the Grand Prize winner will receive **\$125,000** in the form of equity investment
2. **\$200,000 – Investment Prizes:** in Life Science and Energy/IT/Nano/Aerospace (relocation to Houston required)
3. **\$150,000 – Cash Prizes:** Every team will be **guaranteed to win** at least one of **51 cash prizes**. Some teams win more than 1 cash prize; see prize listing below.
4. **\$100,000 in in-kind prizes** - will be awarded to the seven Finalist and five Wildcard Round teams

**RBPC – Final Round:**

**Grand Prize (First Place Team):**

**Total Grand Prize Value: \$225,000**

**\$125,000 equity investment**

**\$20,000 cash**

**\$80,000 in-kind awards**

- + One year of FREE office space and services at the Houston Technology Center (\$25,000 value)
- + One year as Houston Technology Center Client Company
- + Branding Design & Marketing Communications from Brand Extract and The Padgett Group (\$25,000 value)
- + One year free web site + hosting from ContentActive (\$17,550 value)
- + Treasury Services from Bank of America (\$5,000 value)
- + Business Mentoring from Silver Fox Advisors (\$3,600 value)
- + Roundtrip tickets on Continental Airlines (\$3,000 value)
- + Microsoft Office and Window Server Software (\$1,450 value)
- + Venture Pitch from Houston Angel Network (\$750 value)
- + Ring NASDAQ bell in NYC
- + Automatic entry into 2009 MOOT CORP®

**Second Place Team:**

**Total Prize Value: \$20,050**

**\$15,000 cash**

**\$5,050 in-kind awards**

- + Business Mentoring from Silver Fox Advisors
- + Microsoft Office and Window Server Software

**Third Place Team:**

**\$7,500 cash + \$5,050 in-kind awards**

- + Business Mentoring from Silver Fox Advisors
- + Microsoft Office and Window Server Software

**Fourth Place Team:**

**\$5,000 cash + \$1,450 in-kind awards**

- + Microsoft Office and Window Server Software

**Fifth Place Team:**

**\$4,000 cash + \$1,450 in-kind awards**

- + Microsoft Office and Window Server Software

**Sixth Place Team:**

**\$3,000 cash + \$1,450 in-kind awards**

- + Microsoft Office and Window Server Software

**Seventh Place Team:**

**\$3,000 cash + \$1,450 in-kind awards**

- + Microsoft Office and Window Server Software

**Murphree Venture Partners Wildcard Round Competition:**

Note: the second place winners in each Semi-Final Round will advance to the Wildcard Round on Saturday.

First Place:	Advances to Final Round (min. cash prize of \$3,000)
Second Place:	\$1,500
Third Place:	\$1,000
Fourth Place:	\$1,000
Fifth Place:	\$ 750
Sixth Place:	\$ 750

**All teams competing in the Wildcard Round Competition receive Microsoft Office and Window Server Software.**

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**Challenge Round:**

Note: Teams not advancing to either the Final Round or the Wildcard Round, will compete in the Challenge Round Saturday morning.

Challenge Round A -	1 <sup>st</sup> Place: \$750	2 <sup>nd</sup> Place: \$600	3 <sup>rd</sup> Place: \$450	4 <sup>th</sup> Place: \$200
Challenge Round B -	1 <sup>st</sup> Place: \$750	2 <sup>nd</sup> Place: \$600	3 <sup>rd</sup> Place: \$450	4 <sup>th</sup> Place: \$200
Challenge Round C -	1 <sup>st</sup> Place: \$750	2 <sup>nd</sup> Place: \$600	3 <sup>rd</sup> Place: \$450	4 <sup>th</sup> Place: \$200
Challenge Round D -	1 <sup>st</sup> Place: \$750	2 <sup>nd</sup> Place: \$600	3 <sup>rd</sup> Place: \$450	4 <sup>th</sup> Place: \$200
Challenge Round E -	1 <sup>st</sup> Place: \$750	2 <sup>nd</sup> Place: \$600	3 <sup>rd</sup> Place: \$450	4 <sup>th</sup> Place: \$200
Challenge Round F -	1 <sup>st</sup> Place: \$750	2 <sup>nd</sup> Place: \$600	3 <sup>rd</sup> Place: \$450	4 <sup>th</sup> Place: \$200

**Austin Ventures Elevator Pitch Competition:**

Note: All teams are eligible for the Elevator Pitch cash awards.

First Place:	\$1,000
Second Place:	\$750
Third Place:	\$750
Fourth Place:	\$500
Fifth Place:	\$500

**Other General Cash Awards**

Note: All teams are eligible for the general cash awards.

Enaxis Analytics/Analysis Award	\$2,500 – Best Analytics in Business Plan
Fish & Richardson IP Powerhouse Award	\$2,500 – Best Intellectual Property +\$12,500 – in-kind for filing of patent application
HBJ /ContnetActive Sales & Marketing Award	\$2,500 – Best Sales & Marketing Plan
HPEA Outstanding Business Plan Award	\$2,500 – Best Written Business Plan
PaloAlto Software Outstanding Executive Summary	\$2,500 – Best Written Executive Summary
Greenberg Traurig Showcase Award	\$1,000 – Best Company Showcase

**Special Cash Award Categories:**

<b>Dow Sustainability Award</b>	<b>\$20,000 – Best Sustainability Business Plan</b>
<b>Element Markets Sustainability Award (2<sup>nd</sup> Place)</b>	<b>\$5,000 – 2<sup>nd</sup> Place Sustainability Business Plan</b>
<b>NASA Earth/Space Life Science Innovation Award</b>	<b>\$20,000 – Best LS Plan with Earth and Space application</b>
Essex Woodlands Life Science Award	\$2,500 – Best Life Science Business Plan
RPSEA Energy Award	\$2,500 – Best Energy Business Plan
DFJ Mercury I.T. Award	\$2,500 – Best I.T. Business Plan
Herrera Partners Hispanic Business Plan Award	\$2,500 – Best Business Plan from a Hispanic Team
British Consulate International Team Award	\$2,500 – Best Business Plan from an International Team
Fairway Technologies Medical Device Award	\$2,500 – Best Medical Device Business Plan

Note: Teams are eligible for the above special awards, if they meet the criteria as specified on the following pages. The categories are:

- Sustainability
- LS related to Earth/Space applications
- Energy
- Life Sciences / Biotechnology / Healthcare
- Information Technology
- Hispanic Team
- International Team

## 2009 Rice University Business Plan Competition Cash Prizes and Awards

**Description of Team Prizes:** Teams can win cash prizes in six ways:

- 1) **Final Round:** The first place team from each of the six flights in the Semi-Final Round (held on Friday) will advance to the Final Round on Saturday afternoon. All finalists are guaranteed to win a cash prize plus various in-kind prizes. Four investment prizes will also be awarded:
  - 1<sup>st</sup> place overall winner - \$125,000 investment
  - 1<sup>st</sup> place for life science - \$100,000 investment (relocation to Houston required)
  - 1<sup>st</sup> place for other technologies - \$100,000 investment (relocation to Houston required)
- 2) **Investment Prizes:** The first place teams from each flight will be considered for these investment prizes.
  - Best Life Science Technology Company - \$100,000 investment if company relocates to Houston
  - Best Energy/IT/Nano/Aerospace Technology Company - \$100,000 investment if company relocates to Houston
- 3) **Wildcard Round:** The **second place** team from each of the six Semi-Final flights advance to the **Wildcard Round** on Saturday morning to compete for the 7<sup>th</sup> spot in the Final Round and Grand Prize. All other teams in the Wildcard Round win cash prizes.
- 4) **Challenge Round:** All teams that do not advance to the Finals or to the Wildcard Round, will compete in the Challenge Round on Saturday morning for cash prizes as specified above.
- 5) **Elevator Pitch Competition:** All teams will compete in the **Elevator Pitch Competition** on Thursday Evening. The top five winners of the Elevator Pitch Competition will win cash prizes.
- 6) **General \$2,500 Cash Awards:** There are 6 special cash prize awards in 2009:
  - Best Written Business Plan
  - Best Written Executive Summary
  - Best Intellectual Property
  - Best Sales and Marketing Plan
  - Best Analytics
  - Best Company Showcase
- 7) **Special Cash Awards:** There are 6 special cash prize awards in 2009:
  - \$20,000 Dow Chemical Sustainability Award
  - \$20,000 NASA Earth/Space Life Science Innovation Award
  - \$2,500 Life Science Award
  - \$2,500 Energy Valley Award
  - \$2,500 Information Technology Award
  - \$2,500 Hispanic Business Plan Award
  - \$2,500 International Team Award

**ALL teams are guaranteed to win at least one cash prize!** Some teams will win multiple cash prizes.

All prizes will be announced at the **Awards Banquet** Saturday night from 6:00 pm to 9:30 pm. All team members from each participating team must be present to win.

## 2009 Rice University Business Plan Competition Cash Prizes and Awards

### Description of In-kind Prizes and Conditions:

**Houston Technology Center (HTC):** the Grand Prize Winner will receive free office space and services for up to one year (or a value of \$25,000, whichever comes sooner) at the Houston Technology Center at 410 Pierce Street in Houston, Texas. The team will also become a HTC Client Company for one year. The winning team must begin utilizing this office space within one year from the date of the Competition. **To qualify for this award, the winning company must be a technology-related company.**

The HTC is a business accelerator that assists emerging technology companies within several key industries: Energy, Information Technology, Life Sciences, and NASA-originated technologies. A non-profit 501 (c) (3) corporation, HTC helps Houston-based entrepreneurs grow their businesses by providing them with in-depth business guidance and access to capital and professional services. ([www.houstontech.org](http://www.houstontech.org))

The HTC provides a number of services as part of their facility:

- New building and workspace with private, secured office suites
  - 24/7 access and monitored security, greeter during office hours
  - Kitchen facilities
- “Plug and Play” environment (provided by **1-service.com**)
  - Voice-over-IP telephone communication system w/ 800 minutes per person/per month/including domestic long distance
  - Up to 1 Gigabit Ethernet service to every computer
  - Firewall and network security staff on site
  - Unified messaging, fax and voice mails delivered to your e-mail box
  - Personal local telephone number
  - “Follow me” service phone/fax/e-mail
  - 1 hour of free IT desktop support per person, per month
- Commercial Printing Capability (Printer/fax/copier on each floor, 4-color printing system)
  - Printer/copier/fax on each floor networked to each connection
  - Copies priced at special HTC rate
- Conference facilities: Rooms for different sizes of meetings, from 4 to 200

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**ContentActive:** The Grand Prize winner will receive the **ContentActive** Standard CMS (\$6,500 value) with the following modules for one year:

- Webmail, (included)
- Design (\$3000)
- E-mail Blast/Newsletter (\$1000)
- News and Press releases (\$1000)
- Calendar (\$1250)
- Shopping cart (\$1500)
- Integration and project management (\$1500)
- Hosting for one year. (\$1800)

ContentActive allows customers to create a robust, sophisticated website in less than 48 hours that can be easily self-managed. The value of this package for one year is \$17,550. The complimentary 1-year web site for the Grand Prize winner **must be utilized within the first 18 months following the competition.** Therefore, finalists have from April 2009 to September 2010 to utilize this free offer. At the end of this period, finalists must pay for any ongoing web services.

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**Continental Airlines Tickets:** The winning team will receive up to five free roundtrip airline tickets, one for each member of the team up to five members (the maximum team size for this Competition). If a team has less than five individuals, the team will receive the number of free airline tickets equal to the number of their team members (e.g., two, three, or four).

These tickets are subject to black-out dates and other restrictions. Please read the information provided with the tickets to see the complete list of restrictions.

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Cash Prizes and Awards**

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**Padgett Group and Brand Extract:** The Grand Prize Winner will receive branding design and marketing communications services from The Padgett Group and Brand Extract.

- Services provided by Brand Extract include:
  - Brand design & positioning strategy
  - Creative services
- Marketing Communications Services from The Padgett Group
  - Evaluation and recommendations for a marketing plan
  - Review and edit content for collateral materials
  - Perform web site audit and provide recommendations
  - Write and distribute one or two press releases
- The winning company will have up to 12 months from the date of the competition to take advantage of these services. The services offered will be completed at the end of this 12 month period (or when total services up to a maximum value of \$25,000 are received), whichever comes first.

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**Silver Fox Advisors:** The top three teams will receive business mentoring and consulting from Silver Fox Advisors. This coaching will include three 3-hour sessions with each of the three teams, involving 1-2 Silver Fox Advisors at each session. The following conditions apply:

- Services will be available to the top three winning teams for up to 12 months from the date of the competition. The three sessions with each team would need to be completed within this 12-month period. (The offer will expire within 12 months, even if the team had not taken advantage of these services.)
- Services will be provided in Houston. The winning teams will need to travel to Houston otherwise these services will be provided via teleconference. (No travel will be required on the part of the Silver Fox Advisors group.)

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**Bank of America:** The Grand Prize Winner will receive one year of free Treasury Management Services, up to a maximum value of \$5,000 from Bank of America. The following conditions of the award will apply

- These services are only guaranteed to the Grand Prize winner relocating to or already located in Houston. If the Grand Prize winner does not reside in Houston, Bank of America has the sole right to determine if services will be offered to a different Finalist.
- Treasury Management Services include Payments Management, Receipts Management, and Liquidity Management. Specific services to be provided under this award will be defined by the Bank of America.
- These services will be available for up to a 12 month period and this period must commence by July 1, 2009.

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**Houston Angel Network:** The Grand Prize Winner will receive the opportunity to present their business plan at a Houston Angel Network breakfast within 12 months of winning the Competition. The following conditions apply:

- In order to present the company must first relocate to Texas (if they are not already located here.)
- The offer to present will expire on May 1, 2010.

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**Fish & Richardson:** The winner of the Fish & Richardson IP Powerhouse Award will receive in-kind patent application services in addition to the cash prize. Total prize package valued at \$15,000.

- Fish & Richardson will prepare one U.S. patent application for the winning company of the IP Powerhouse Award with no charge for the attorneys fees (company is only responsible for the patent office filing fees)
- The company can be based anywhere in the U.S. or internationally, and must initiate the patent application process within 12 months of winning the 2009 Rice Business Plan Competition.

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**Note: Delivery of all in-kind prizes is the responsibility of the supplier and not the Rice Alliance for Technology and Entrepreneurship or Rice University.**

## 2009 Rice University Business Plan Competition Elevator Pitch Competition

### Overview

- The Elevator Pitch is your business overview that you should be able to deliver powerfully and concisely to any investor who happens to ride the same elevator as you. The first impression is critical in capturing the attention of a potential investor or customer.
- The elevator pitch should provide enough information to peak the interest of potential investors and strategic partners. It should provide a clear picture of the company and its solution. It should be delivered effectively and succinctly.

### Rules

- All Teams will compete in the **Austin Ventures Elevator Pitch Competition** on Thursday evening, April 16.
- Each team will be given a **maximum of 60 seconds** to present its elevator pitch to the panel of judges.
- Index cards or other notes will not be permitted for the Elevator Pitch Competition, as you would not expect to have the benefit of these notes in a real life situation.
- **This presentation will be given by one team member.** Only current students can present at the competition. The 60 second Elevator Pitch will be uninterrupted. There will be no Question and Answer period. Teams will be judged on their oral presentation alone.

### Judges Evaluation Criteria

- Judges will score each team that presents on a scale of 1 (excellent) to 7 (very poor). The teams with the best (i.e., lowest) overall scores will be the winners.
- Judges should evaluate each team based on how convincingly they present their business concept, such that the judge would want to learn more about the company as a potential investor. The best teams are those teams that an investor would want to schedule a follow-up meeting for further discussion because they believe this company represents a strong investment opportunity.
- The best teams should communicate the following:
  - ♦ Clear explanation of their product/service and the problem it solves
  - ♦ How their company is unique and differentiated
  - ♦ Sizable market opportunity and ability to penetrate that market
  - ♦ Current Development Stage
  - ♦ Viable business model
  - ♦ Clear measures of success and potential exit opportunities
  - ♦ Understanding of how much money is needed and how it will be used

### Common Elevator Pitch Mistakes

- No energy and passion in the presentation
- Too much technical language; focusing on the technology rather than the customer need
- Failure to explain what customer problem you are trying to solve
- Too much discussion about the idea and product and not enough explanation about the market, business opportunity, and revenue models
- Listing too many names of clients or partners. Indicate how many clients and name a few big names to spark interest

## **2009 Rice University Business Plan Competition Elevator Pitch Competition**

### **Suggested Guidelines**

- To help you focus your Elevator Pitch, remember to highlight the following key topics – remember you’re just providing a “teaser” to the audience with the purpose of having them ask "tell me more about your company":
  - Product and service offering (e.g., the problem and your solution)
    - Brief description of offering
    - What problem or need does it solve? What are the benefits of your product?
  - Unique Differentiators
    - Why is this unique or different from competition?
    - Is this difference sustainable (e.g., patents, intellectual property, etc.)?
  - Market Opportunity & Target Customers
    - Who are the targeted customers?
    - What is the size of the market?
    - Is there evidence they will buy the product?
  - Current Development Stage
    - What is the current status of technology/venture?
    - What are key next steps?
  - Business Model – how will the company generate profitable revenue?
  - Milestones and Success Metrics
    - What are the success metrics?
    - What is the exit strategy?
  - Capital Needs
    - How much funding is needed to move forward?
    - How will the money be used?
    - Why is your business an attractive investment?

### **Elevator Pitch Competition - Cash Awards**

First Place:	\$1,000
Second Place:	\$750
Third Place:	\$750
Fourth Place:	\$500
Fifth Place:	\$500

The winners will be announced at the Award’s Banquet on Saturday evening, April 18, 2009.

## 2009 Rice University Business Plan Competition Outstanding Written Business Plan Award

### Overview

The *Outstanding Written Business Plan Award* from **Houston Private Equity Association** is a cash prize of \$2,500 that will be awarded to the **business plan** that best demonstrates superior writing and analytical skills, and that best reflects marketing, management, and financial acumen in a clear, concise, and convincing manner. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award:

- All types of businesses are eligible for this award.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?
- The winner of this award will be determined by the judging panel of the Competition.

## 2009 Rice University Business Plan Competition Outstanding Executive Summary Award

### Overview

The *Outstanding Executive Summary Award* from **PaloAlto Software** is a cash prize of \$2,500 that will be awarded to the business plan that best demonstrates superior writing skills that “hooks the reader” into reading the entire business plan. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award:

- All types of businesses are eligible for this award.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the executive summary.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money, based on the information provided in the Executive Summary.
- The judging panel will consider:
  - ✓ Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ Compelling explanation of value
  - ✓ Concise length and summary format
- **Guidelines:** The Executive Summary within the Business Plan should include information on:
  - ✓ Company summary
  - ✓ Customer/market analysis (market size and potential market share)
  - ✓ Product or service description
  - ✓ Intellectual property status (e.g., patents, licenses, etc.)
  - ✓ Competitive differentiation
  - ✓ Management team and/or advisors, including relevant experience
  - ✓ Financial highlights
  - ✓ Status and offering of the company (how much investment you are seeking)
- In your executive summary, we expect you to convey:
  - ✓ The problem or need your company solves
  - ✓ The size of the accessible market & evidence that customers will buy your product/service
  - ✓ Your differentiation vs. competition and how you will sustain that
  - ✓ The relevant experience of your management team and/or advisory boards
  - ✓ The current state of development (e.g., beta, customer trials, etc.)
  - ✓ Timeframes to achieve significant revenue and/or cash flow positive
  - ✓ The amount of funding you are seeking
- The winner of this award will be determined by the judging panel of the Competition.

## 2009 Rice University Business Plan Competition Sales & Marketing Plan Award

### Overview

The *Houston Business Journal Sales & Marketing Plan Award* is a cash prize of \$2,500 that will be awarded to the business plan that best demonstrates the most outstanding marketing plan. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award:

- All types of businesses are eligible for this award.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the executive summary.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money, based on the information provided in the Executive Summary.
- The judging panel will consider:
  - ✓ Description of market
  - ✓ Competitive analysis
  - ✓ Needs Identification
  - ✓ Unique capabilities
  - ✓ Sales/promotion
- **Guidelines:** The Marketing Plan within the Business Plan should include information on:
  - ✓ Target market
  - ✓ Product/service strategy
  - ✓ Pricing strategy
  - ✓ Distribution strategy
  - ✓ Advertising and promotion
  - ✓ Sales strategy
  - ✓ Sales and marketing forecasts
- The winner of this award will be determined by the judging panel of the Competition.

## 2009 Rice University Business Plan Competition Intellectual Property Award

### Overview

The *Fish & Richardson IP Powerhouse Award* is a cash prize of \$2,500 and free patent application services that will be awarded to the team that is judged to have the strongest intellectual property. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award

All teams at the 2009 Rice Business Plan Competition are eligible to compete for the *Fish & Richardson IP Powerhouse Award*. In order to compete for the *Award*, teams must do the following:

1. Include a section in the business plan entitled "Intellectual Property." Include this section in the Table of Contents.
2. The IP Section of the Business Plan should identify the intellectual property (IP) assets (patents, trademarks, copyrights, trade secrets), if any, that will add value to its business model and summarize how that value will be realized.
3. For each intellectual property asset, the Business Plan should accurately identify the status of the intellectual property rights and illustrate how those rights will impact the business.

### Judges Evaluation Criteria

The winner of this award will be determined using the following criteria:

- **Value:** the value of the intellectual property to the business model and the ability to realize this value
- **Defensibility / Differentiation:** the ability to sustain a competitive advantage through the intellectual property which is protected via patents, trademarks, copyrights, and/or trade secrets
- **IP Rights / Exclusivity:** the extent to which the team has access to the intellectual property as supported by legal agreements (e.g., fully executed licensing agreements). Exclusive access or exclusive ownership of intellectual property is a plus.

A team's score will be enhanced by:

- Correct usage of terms describing IP
- Consideration of issues relating to competition, licensing, and non-disclosure
- Consideration of third-party IP that may be needed to implement the business model, if any.

The winner of the *Fish & Richardson IP Powerhouse Award* will receive in-kind patent application services in addition to the cash prize. Total prize package valued at \$15,000.

- Fish & Richardson will prepare one U.S. patent application for the winning company of the IP Powerhouse Award with no charge for the attorneys fees (company is only responsible for the patent office filing fees)
- The company can be based anywhere in the U.S. or internationally, and must initiate the patent application process within 12 months of winning the 2009 Rice Business Plan Competition.

**2009 Rice University Business Plan Competition  
\$20,000 Dow Sustainability Award**

**Overview**

The *\$20,000 Dow Sustainability Award* is a cash prize of \$20,000 that will be awarded to the team that is judged to have the strongest sustainability business plan. The objectives of the "Dow Sustainability Award" will be to encourage the development of and the identification of new breakthrough technologies and/or business models to deal with these challenges and to provide visibility for Dow's 2015 Sustainability Goals. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

The winner of the Dow Sustainability Award will also be eligible for and will compete in the finals for the overall grand prize award valued at \$225,000.

**Requirements to Compete for this Award**

- Teams must compete in areas that address some of the world's major challenges. These areas include:

**Affordable and adequate food supply:**

Business models, products and/or technologies that provide such benefits as:

- improved shelf life/preservation
- address nutritional deficiency
- improved food production yields

Concepts might include:

- drought or salt resistant crops
- higher concentrations of nutritional value in food grown in crops
- nutrient fortification of staples such as salt or flour
- packaging systems that extend shelf life
- affordable drip irrigation systems for small holder farmers

**Decent and affordable housing:**

Business models, products and/or technologies that provide such benefits as:

- lower energy consumption or "total cost of ownership"
- innovative production techniques that lower cost and improve ease of construction/assembly
- integration of functionality

Concepts might include:

- modular or component construction techniques (CAD/CAM to finished components in a single process)
- flat panel insulated panels for medium term use in response to natural disasters

**Sustainable water supplies:**

Business models, products and/or technologies that provide sustainable water supplies:

- by providing low cost equipment to remove salt, arsenic, bacteria and other impurities
- community owned water "utility"
- easy to use/maintain pumping and/or purification systems concepts

Concepts might include:

- bio sand filters
- WHI type projects
- innovative design of rain water feed drip irrigation systems

**Improved personal health and safety:**

Business models, products and/or technologies that provide such benefits as:

- low cost, high volume availability vaccines and medicines
- inhibit the spread of disease
- reduce indoor/outdoor air pollution

Concepts might include:

- plant cell culture production systems for vaccines
- technology that produce vaccines that break the "cold chain" and don't require refrigeration
- innovative, non invasive delivery systems for medicines and vaccines
- particulate filters- diesel soot
- solar ovens

**Alternative/sustainable energy solutions:**

Business models, products and/or technologies that provide such benefits as:

**2009 Rice University Business Plan Competition  
\$20,000 Dow Sustainability Award**

- locally generated power
- reduction in GHG emission
- renewable sourcing

Concepts might include:

- economically viable bio fuels
  - wave generated power
  - innovative power storage systems
  - solar
  - photovoltaic tech
  - wind
  - landfill gas
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### **Judges Evaluation Criteria**

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- Supports Dow's 2015 Sustainability Goals (see above)
- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?
- The winner of this award will be determined by the judging panel of the Competition.

**2009 Rice University Business Plan Competition**  
**\$20,000 NASA Earth/Space Life Science Innovation Award**

**Overview:** The **\$20,000 NASA Earth/Space Life Science Innovation Prize** is a cash prize of \$20,000 that will be awarded to the team that is judged to have the life science technology with the best applicability to the NASA space program as well as Earth, and includes a commercialization plan for the Earth based application.

- Example technology challenges include:
  - Technology innovations that address:
    - Bone loss and osteoporosis
    - Cardiovascular alterations and cardiac problems
    - Sleep problems, human performance factors, and chronobiology (biorhythms)
    - Radiation Effects
    - Muscle Changes and muscular atrophy
    - Neurobehavioral and psychosocial factors
    - Nutrition (including food systems), physical fitness, and rehabilitation
    - Neurovestibular adaptation (inner ear and balance)
  - Smart medical devices: remote medical care / telemedicine
  - Transportable diagnostic devices, minimally or non-invasive tools, and low-power/self-powered devices, requiring little storage space
  - Biomedical and environmental health technologies including monitoring technologies for air/water/surface contaminants
  - Human factors engineering, habitability design, and human-robotics interaction technologies

**Judges Evaluation Criteria**

In order to be eligible for this award, the team must create a section within their business plan explaining the life science technology's connection to space-based applications. The commercialization plan for the product on Earth can be placed in this section or other sections throughout the business plan. All sections of the business plan will be considered by the judging panel of this award.

The winner of this award will be determined using the following criteria:

- **Technical Value:** the value of the technology in the Earth and Space application in the challenges specified above and the ability to realize this value
- **Commercialization:** Description of market, competitive analysis, needs identification, unique capabilities, and clear to-market strategy.

The objective of the award is to encourage the development and the identification of new breakthrough technologies and/or business models to deal with these challenges. The winner of this award will be announced at the Awards Banquet.

- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

## 2009 Rice University Business Plan Competition Life Science Award

### Overview

The *Essex Woodlands Life Science Award* is a cash prize of \$2,500 that will be awarded to the team that is judged to have the most viable **life science, healthcare, or biotechnology** business plan. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award

- Life science, healthcare, or biotechnology businesses are eligible for this award.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?
- The winner of this award will be determined by the judging panel of the Competition.

## 2009 Rice University Business Plan Competition Energy Award

### Overview

The *RPSEA Energy Award* is a cash prize of \$2,500 that will be awarded to the team that is judged to have the most viable **energy-related** business plan (all energy industries are applicable). The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award

- All energy - related businesses are eligible for this award regardless of industry.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?
- The winner of this award will be determined by the judging panel of the Competition.

## 2009 Rice University Business Plan Competition Information Technology Award

### Overview

The *Information Technology Award* is a cash prize of \$2,500 that will be awarded to the team that is judged to have the most viable **IT** business plan. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award

- All IT businesses are eligible for this award regardless of industry.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?
- The winner of this award will be determined by the judging panel of the Competition.

## 2009 Rice University Business Plan Competition Hispanic Business Plan Award

### Overview

The *Herrera Partners Hispanic Business Plan Award* is a cash prize of \$2,500 that will be awarded to the Hispanic team that is judged to have the most viable business plan. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award

- This award is open to all teams where a majority (50% or more) of the team's members are of Hispanic origin. This includes individuals of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race (as defined by the Department of Education).
- All types of businesses are eligible for this award.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?

## 2009 Rice University Business Plan Competition Outstanding International Team Award

### Overview

The *British Consulate Outstanding International Team Award* is a cash prize of \$2,500 that will be awarded to an international team that is judged to have the most viable business plan. The plan should be global in scope. The winner of this award will be announced at Awards Banquet on Saturday evening, April 18, 2009.

### Requirements to Compete for this Award

- This award is open to all teams traveling from outside the United States.
- All types of businesses are eligible for this award.
- Teams must meet all of the other general eligibility requirements of the Rice Business Plan Competition to enter the Competition and compete for this award.

### Judges Evaluation Criteria

The winner of this award will be determined using the same criteria utilized by the judging panel for the overall winners of the Rice Business Plan Competition.

- The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions.
- Ultimately, the winning team should be the team in which the judges would most likely invest their money.
- The judging panel will consider:
  - ✓ **Executive Summary:** Clear, exciting and effective as a stand-alone overview of the plan
  - ✓ **Products or Services:** Description, features and benefits, pricing, current stage of development, proprietary position
  - ✓ **Market and Marketing Strategy:** Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion
  - ✓ **Management:** Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure
  - ✓ **Summary Financials:** Presented in summary form, easy to read and understand consistent with plan and effective
  - ✓ **Offering and Viability:** Proposal/terms to investors – is the investment opportunity clear and compelling?
- The winner of this award will be determined by the judging panel of the Competition.