

BIG EAST CONFERENCE

STARTUP CHALLENGE



VIRTUAL STARTUP CHALLENGE FEBRUARY 29TH

The BIG EAST Conference hosts its annual Startup Challenge featuring teams of student entrepreneurs representing all 11 conference schools. The competition offers a chance to pitch ideas to a panel of experienced entrepreneurs, venture capitalists and BIG EAST alumni to win cash prizes and trophy. Top three winners will be recognized during the BIG EAST Women's Basketball Tournament.

Butler placed second in the 2022 competition.



Ellie Howe
Founder & CEO

CAMPUS COMPETITION FEBRUARY 15TH, 4:30PM

To determine the startup representing Butler, individuals or teams:



SUBMIT A VIDEO

Submit up to a 5min video explaining your concept- the idea, market, need, value proposition, traction, and sustainability/business model .



COMPLETE IN PERSON Q&A

4:30-6pm, Innovation Lab, DH 135
Winner and cash prize announced that evening.



REPRESENT BUTLER ON FEB 29TH

Winner receives coaching and resources to prepare for the virtual competition and to continue developing their startup.

Additional Information and Registration:

[BUTLERINNOVATIONLAB.COM/BIG EAST](https://butlerinnovationlab.com/big-east)

STARTUP CHALLENGE

February 29, 2024

Butler Campus Competition • February 15, 2024

What is the criteria to participate?

Participants must meet the following criteria:

- Must be currently enrolled undergraduate students and selected teams may not exceed four (4) students.
- Must be selected by their institutions.
- Ventures must be incorporated for less than one (1) year.
- Ventures must have less than \$50,000 in revenue and less than \$50,000 in investment.

How are teams selected?

One team will be selected during the Butler Campus Competition on February 15th.

- Teams must register and submit a video for the campus competition by February 14th at [butlerinnovationlab.com/BIG EAST](https://butlerinnovationlab.com/BIG_EAST).
- Teams will be present for an in person Q&A from a panel of judges.
- The selected Butler team will prepare and enter their final video pitch by February 21st and complete a real-time Q&A with judges during the virtual BIG EAST Startup Challenge on February 29th. for a chance at cash prizes.

What is the judging criteria?

Teams are evaluated on the following criteria:

- Idea/Concept: Has the team presented a relevant problem (market need)? Does their idea solve that problem?
- Market Need: Does the pitch answer the need in a market place? Does the pitch show that the idea/innovation is necessary?
- Value Proposition: Has the team shown why their idea has value and that their innovation is the best suited for solving the market need?
- Feasibility: Has the team shown that their idea/innovation can simply be implemented/used by their target consumer?
- Sustainability: How will the venture sustain itself financially in order to achieve its mission?
- Passion and Presentation: Did the team confidently deliver a clear, concise message, presented in a professional manner?