The Greener Ventures Entrepreneurship Contest  
-Undergraduate Division- 

**Introduction**

The Undergraduate Division of the Greener Ventures Entrepreneurship Contest has the general goal of inspiring greater undergraduate involvement in entrepreneurial ventures, and the specific goal of identifying the three best undergraduate teams for entrance into the broader Greener Ventures competition. The Dartmouth Entrepreneurial Society (DES), whose stated mission involves the encouragement and facilitation of undergraduate entrepreneurship, will administer the undergraduate competition according to the guidelines below.

**Eligibility**

The Contest shall be open to any start-up team which includes at least one member of the Dartmouth undergraduate student body as a founding owner at the time of incorporation, subject to the following restrictions:

- All contributions to submission materials made by non-undergraduate team members must be disclosed.
- The DES reserves the right to disqualify at any time teams which it deems to be relying primarily on non-Dartmouth undergraduates for production of its submission materials.
- Final team presentations can be made by Dartmouth undergraduates only.
- Teams must disclose the total amount of funding committed to the company, whether personally or externally, as of the date on which their executive summaries are submitted.
- Teams which have more than $5,000 in total funds committed shall be ineligible.
- As a necessary condition of eligibility, teams shall grant the DES sole discretion with regard to the public display and availability of their submissions.

**Prizes**

| First Prize: | $15,000 |
| Second Prize: | $3,000 |
| Third Prize: | $2,000 |

The three prize winners will also be guaranteed entrance into the final Greener Ventures contest.

*Prize recipients who have not already incorporated must do so in order to trigger the prize disbursements, and checks shall be made payable to the corporation.*

**Competition Process and Timeline**

1. Letter of Intent  
   Friday, January 27
The Greener Ventures Entrepreneurship Contest  
-Undergraduate Division-  
an. Potential contestants will notify the DES of their intent to enter a submission and provide a three to four sentence description of their idea.

2. Two-Page Executive Summary  
Friday, February 10  
an. Potential contestants will submit a two-page executive summary of their business plan.

3. First Round Eliminations  
Friday, February 17  
a. A qualified committee of alumni will select twenty of the Executive Summaries submitted for entry into the Semi-Final Round.

4. Short Business Pitch Deck  
Friday, February 24  
a. Semi-finalists will submit a short pitch deck of no more than ten slides.

5. Second Round Eliminations  
Friday, March 9  
a. A qualified committee of alumni will select five finalists. Contestants will not be able to present in person.

6. Final Pitch Submission  
Friday, March 30  
a. Finalists will submit a power point presentation that consists of no more than twenty slides, and that can be presented in no more than twenty minutes.

7. Final Presentation to Judges  
Thursday, April 5  
a. The DES will assemble a qualified panel of five judges.  
b. The presentation format for each team will be as follows:  
   i. Twenty minute team presentation  
   ii. Fifteen minute question and answer session

8. Awards  
a. After deliberation, judges will notify winners on the night of the presentations.

Judgment Criteria

1. Is the team capable of executing its plan?  
2. Has the team adequately defined and come to understand the market for its product?  
3. Is the market big enough?  
4. Is the team’s product  
   a. Easily replicable?  
   b. Defensible against imitation?  
5. Is the team’s business model realistic and scalable, with consideration given to exit opportunities?  
6. Has the team identified how initial funding can be spent most effectively?  
7. Can the plan be implemented reasonably quickly?