

\$85k Start-Up Challenge 2019

Rules & Guidelines



\$85k Start-Up Challenge Rules 2019

This section sets out the Rules regarding participation in the \$85K Start Up Challenge 2019.

Enquiries regarding the interpretation of these Rules should be directed to the **entré \$85K Start Up Challenge Manager**: : 85k@entre.co.nz

1.0 Interpretation

1.1 Interpretation of Rules

1.1.1 Submission of an entry by a Team in the entré \$85K Start Up Challenge confirms the acceptance of these Rules by each competitor in that Team.

1.1.2 The entré Organising Committee reserves the right to interpret these Rules and, if necessary, to amend them at its sole discretion. All amendments to these Rules will be published on the entré website at www.entre.co.nz ("the entré website") and via email to all relevant parties.

1.2 Definitions

Best Business Pitch means the winner of the prize for the best business pitch as decided by the judges.

Best Pitch means the winner of the prize for best pitch as decided by the Judges.

Entré Report means a written business report prepared and submitted in the manner prescribed in the Challenge Guidelines.

Challenge Guidelines means the written guidelines, published on the entré Website, that prescribe the \$85K Start Up Challenge entry processes and all relevant Entry and event dates.

Competitor means a person named as a competitor in the Stage One Entry Form, and who is a student enrolled with University of Canterbury, Ara Institute of Canterbury or Lincoln University in the academic year in which that Competitors or Competitor's Team submits an Entry.

entré Organising Committee means the committee consisting of those individuals who have been delegated to coordinate each annual \$85K Start Up Challenge.

entré Representative means any individual or organisation acting on behalf of the entré Organising Committee to assist in the delivery of the \$85K Start Up Challenge, and will include any Judge or Mentor.

Entre board means Keiran Horne

Entry means the completed template summarising the business which is submitted by a Team in Stage One of the \$85K Start Up Challenge.

Grand Winner means the entré \$85K Start Up Challenge 1st place holder as decided by the Judges.

Judge means any person appointed to be a judge in accordance with Clause 2.2.

Judging Panel means a panel of Judges assembled to assess entries in all Stages of the \$85K Start Up Challenge.

Lead Competitor means the person nominated as such on each Team's Stage One Application, who will act as the primary point of contact between the Team and the entré Organising Committee.

Mentor means a person arranged by the entré Organising Committee and at the request of a Team to provide voluntary guidance and advice in the preparation of a Business Update or Venture Summary.

Public Disclosure Statement means the brief (150-word maximum) description of the public aspects of a business venture or idea that is the subject of an Entry, as provided by a Team in their Venture Summary, and published on the entré website.

Qualifiers' Ceremony means an event hosted by the entré Organising Committee to announce the Top 10 Finalists in the \$85K Start Up Challenge.

Sponsor means each of the persons or organisations that have provided financial or other support to assist in the delivery of the \$85K Start Up Challenge.

Sustainability and Social Enterprise award means the prize awarded to the Competitor or Team with the greatest focus on helping the society and the planet as decided by the Judges.

Team means one or more Competitors who collectively submit an Entry to the \$85K Start Up Challenge in accordance with these Rules.

Top 10 Finalists means the top ten Competitors or Teams selected to participate in the third stage of the \$85K Start Up Challenge. Selection of qualifiers will be made by a Judging Panel on the basis of their assessment of the Entries submitted in the second stage of the \$85K Start Up Challenge. There may be more or less than ten finalist teams if the judging panel so decides.

Venture means any proposed or actual commercial or social enterprise that is the subject of an Entry in the \$85K Start Up Challenge

\$85K Start Up Challenge means the annual entré \$85K Start Up Challenge, consisting of Three Stages. The First Stage requires a basic entry idea and application, the Second Stage consists of, preparing an Entré Report and a pitch and the Third Stage requires the preparation and entry of a Entré Report and Pitch to the Judging Panel.

2.0 Competition Rules

2.1 Waivers and Releases

2.1.1 Each member of the entré Organising Committee and each entré Representative is a volunteer, and is under no obligation to render any advice or service to any Team or Competitor. Any views expressed by a member of the entré Organising Committee or an entré Representative are their own, given in good faith as an expression of opinion and are not those of the University of Canterbury. No warranty is given as to the validity and efficacy for any purpose whatsoever of any opinion expressed by a member of the entré Organising Committee or an entré Representative and no liability can be accepted in connection with any reliance by the Team or any Competitor on any such views.

2.1.2 The ideas and concepts set forth as part of any Entry, including in the Entry Form, must be the original work of the Competitor or the Team. By submitting an Entry, the Competitor or the members of the Team are certifying that no arrangement exists which would prohibit or restrict the disclosure of such ideas or concepts to any member of the entré Organising Committee or any entré Representative, or which would breach or infringe the rights of a third party.

2.1.3 Each Team and each Competitor indemnifies and holds harmless entré Ltd and each member of the entré Organising Committee and each entré Representative against all losses, costs, expenses and damages (including any amount of damages from any action, claim or suit brought against the Team or Competitor by a third party) suffered by entré or a member of the entré Organising Committee or the entré Representative as a result of any claim that any of the ideas contained in an Entry breaches the rights of a third party.

2.1.4 This document may be subject to change throughout the course of the competition. Any changes will be acknowledged on the entré website.

2.2 Judging

2.2.1 Each stage of the \$85K Start Up Challenge will each be judged by a Judging Panel appointed by the entré Organising Committee. Every effort will be made to ensure that Judges are impartial and are suitably qualified; however, appointments will be made at the sole discretion of the entré Organising Committee. The decision of any Judging Panel will be final and no correspondence will be entered into with the Judges.

2.3 Eligibility

2.3.1 Only those Competitors and Teams that are determined eligible by the entré Organising Committee, in accordance with these Rules, will be entitled to submit an Entry in the \$85K Start Up Challenge.

2.3.2 A Competitor or Team will **not** be eligible if it:

- Contains a member, or is otherwise materially supported by someone that is a current member of the entré Organising Committee, Judge, Mentor or employee or agent of any Sponsor, or any member of their immediate families.
- Submits an Entry based on an idea or business update that is materially similar to any Top 10 Finalist made in any of the preceding five years and that idea or business update has not, in the sole discretion of the relevant Judging Panel, been subject to material development and enhancement.

2.3.3 Any addition or withdrawal of Competitors from a Team must be notified to the entré Organising Committee in writing immediately. Where a team experiences a change in Competitors after submitting their Entry, it shall, within 7 days of that change, submit to the entré Organising Committee a written statement, signed by every original and additional Team member, confirming that all intellectual property rights relating to ideas expressed in an Entry have been resolved and that the provisions in Clause 2.1 of these Rules are satisfied. Neither the entré Organising Committee nor any entré Representative will mediate any disputes arising from changes to the membership of a Team (including disputes relating to intellectual property or equity).

2.3.4 Each Team must be solely made up of Competitors who are students currently studying at University of Canterbury, Ara Institute of Canterbury or Lincoln University, and that are current 2019 members of entré. Each Competitor

must be enrolled in and studying at least two (2) courses in both Semester One and Semester Two during the time of the competition.

2.3.5 There is no restriction on the number of entries that a Competitor or Team may submit in any year, provided that the Judging Panel may in its sole discretion reject an entry that is not materially unique from any other entry made by that same Competitor or Team.

2.3.6 Where two or more entries are submitted by a Competitor or Team with Competitors in common, the Judging Panel may reject any or all such entries where, in its sole discretion, it determines that the entries are materially similar. The Judging Panel will first advise the Competitor or Team concerned and allow them one week following receipt of notice to amend or withdraw any competing entries. Where the Competitors or Teams are unable to resolve the conflict within the time provided, and to the satisfaction of the Judging Panel, the Judging Panel will take whatever action it sees fit.

2.3.7 The entré Organising Committee may declare a Competitor or Team ineligible where, in its sole discretion, it deems the removal of that Competitor or Team necessary to preserve the integrity of the \$85K Start Up Challenge. Reasons for removal may include, but are not limited to, unsatisfactory performance and inappropriate conduct, in accordance with the entré Code of Conduct.

2.3.8 1.1.4 All Entries must be submitted by the specified deadline in the process prescribed in the Challenge Guidelines. As part of their Entry, each Team must nominate a Lead Competitor.

2.4 Prizes

2.4.1 Prizes will be awarded to Competitors or Teams at the discretion of the Judging Panel. The nature and quantum of any prizes will be determined annually by the entré Organising Committee.

2.4.2 A prize will be forfeit unless the Competitor or a minimum of one (1) Team member or delegated representative of the recipient Team is present at the Annual Awards Ceremony to receive the prize and make the required presentation on behalf of the Team. The time and location of the Annual Awards Ceremony will be published on the entré website and by other means deemed appropriate by the entré Organising Committee.

2.4.3 If a Competitor or Team is awarded a cash prize, the first \$1,500.00 (one thousand five hundred dollars) will be given as cash to the venture that it is awarded to, and the remainder of the cash prize will be awarded through

reimbursement of legitimate business expenses for the venture. The ability to claim the cash prize and reimbursement is valid for a period of 1 year from the Annual Awards Ceremony. It may take up to 10 working days for the cash prize to be processed to the recipients. For reimbursement amounts over the \$1,500.00 cash threshold, the entré Organising Committee needs to receive a legitimate purchase order(s), invoice(s) or receipt(s) to be able to award the amount as a 'Business related expense(s)'. The 'Business related expense(s)' will not be allowed to be used towards Kickstarter, PledgeMe and other crowdfunding campaigns. Entré also has the right to question receipts to ensure the legitimacy of business purposes not personal expenses. The purchase order, invoice or receipt must include the company name, date, a full description and whether GST is included.

2.4.4 Special circumstances, where the venture can apply in writing for an alternative way to award the cash prize, will be considered by the entré Organising Committee and the entré Board. Special circumstances may include situations such as an extension of time or change of venture.

2.4.5 Expenses incurred by the ventures before prize allocation cannot be claimed for reimbursement. Any cash prizes that are not claimed by the ventures do not get redistributed to other Competitors or Teams, but is kept in the prize pool for future competitions.

2.5 Confidentiality of Entries

2.5.1 A Competitor or Team must submit their Entry to the \$85k Start Up Challenge Manager, as detailed in the Challenge Guidelines, for delivery to the relevant Judging Panel.

2.5.2 Except as provided for in Clause 2.6, all information of a commercially sensitive nature disclosed by a Team or a Competitor in an Entry or through participation in the \$85K Start Up Challenge to any entré Representative will be treated as confidential and reasonable measures will be taken to ensure the confidentiality of that information is maintained.

2.5.3 Confidentiality and non-disclosure agreements will be signed by all entré Representatives and Judges with direct access to information relating to an Entry. These agreements will remain in effect for six (6) calendar months after the public announcement of the winner of the \$85K Start Up Challenge.

2.5.4 Notwithstanding Clauses 2.5.2 and 2.5.3 above, entré follows the University of Canterbury's regulations when it comes to all intellectual property matters. Refer to <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

2.5.5 Each Team or Competitor agrees to respect and protect the confidentiality of any information shared between other Competitors participating in the \$85K Start Up Challenge.

2.5.6 The Public Disclosure Statement provided by a Competitor or a Team in conjunction with each Entry will not be confidential information and may be used by the entré Organising Committee, and any other third parties, following consultation with the entré Organising Committee.

2.5.7 Competitors acknowledge that their contact details may be made available to all entré 2019 Sponsors, for marketing purposes and possible job opportunities.

2.5.8 After the Annual Awards Ceremony, the entré Organising Committee then holds the first right to disclose any venture and/or competition related announcements before other parties are able to share the information, and after the other parties have been in consultation with the entré CEO, \$85k Manager and/or Marketing Manager. This right is valid from the start of the competition until one month following the Annual Awards Ceremony.

2.6 Intellectual Property

2.6.1 Any Competitor or Team who will be presenting a Venture summary of a Entré Report that contains any intellectual property, or part thereof, that originates from the University of Canterbury, must disclose the intellectual property to the University of Canterbury's Research and Innovation to enable appropriate protection and confidentiality measures to be taken as a condition of proceeding with their Entry.

2.6.2 The Competitors or Teams should refer to the University of Canterbury policies on intellectual property for students and academics. Please use the following link: <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

2.7 Application of Laws

2.7.1 The \$85K Start Up Challenge shall be governed by the laws of New Zealand and subject to the non-exclusive jurisdiction of the courts of New Zealand.

2.7.2 All prizes shall be inclusive of GST and will be subject to deduction of withholding tax (if any) that entré is required by the taxation laws of New Zealand to deduct and pay to the Inland Revenue Department.

2.7.3 For prize winners who are registered for GST, the prize will be exclusive of GST. entré requires the prize winner to issue a GST invoice to entré the value of the prize plus GST.

2.8 Attendance of Competitors and Teams at all relevant \$85k Start Up Challenge Events

2.8.1 Attendance by the Competitor or at least one Competitor in each Team, is required, within reason, at all \$85k Start Up Challenge Events, including, but not limited to the following:

- Top 20 Three-Day Workshop
- Top 20 Pitch Workshop
- Top 20 Pitch
- Qualifiers' Ceremony
- Top 10 Workshops one (#1), two (#2) & three (#3)
- Top 10 Entré Report Workshop
- Top 10 Pitch Practice
- Top 10 Filming
- Top 10 Pitch
- Annual Awards Ceremony

2.8.2 Any exceptional cases that would prevent at a Competitor or at least one Competitor from a Team attending the events in Clause 2.8.1 will be considered by the entré Organising Committee on a case-by-case basis. Should a Competitor or a Team be unable to have a Competitor present, notice must be provided in writing to the entré Organising Committee outlining the exceptional circumstances. The entré Organising Committee may permit the Competitor or Team to nominate a representative to attend on their behalf, or suggest alternative actions. The decision of the Committee will be deemed final.

2.8.3 Failure by a Competitor or a Team to have at least one Competitor attend a compulsory \$85k Start Up Challenge Event without excuse under Clause 2.8.2 will result in that Competitor or Team being immediately ineligible to compete in the \$85k Start Up Challenge.

2.9 Presentation of Entré Report to the Judging Panel

2.9.1 In addition to the submission of a Entré Report, each Qualifier in the Top 10 finalists the \$85K Start Up Challenge will be required to make an oral presentation of their idea (pitch) to the relevant Judging Panel. Details of the format and timing of a Qualifiers oral presentation will be communicated by the entré Organising Committee to each Competitor or Team as required.

2.10 Presentations to the public and acknowledgment of Sponsors

2.10.1 Where any Team or Competitor is required to make an oral presentation at any event relating to the entré \$85k Start Up Challenge, they are required to acknowledge the support of the Sponsors.

\$85k Start-Up Challenge Guidelines 2019

The \$85K Start-Up Challenge is the premier competition run by entré, and offers entrants the chance to develop business and presentation skills and receive valuable mentoring from experienced business leaders.

This section sets out the Guidelines regarding participation in the \$85K Start Up Challenge 2019.

Enquiries regarding the interpretation of these Guidelines should be directed to the entré **\$85K Start Up Challenge Manager**: Jean Garland: 85k@entre.co.nz

Competition Stages

The competition will be conducted in three stages:

Stage One

At this stage, a Competitor or Team will be required to fill out an Entry form about their idea, which will include what it is you do, who your market is and why are you unique. You will also be required to prepare a short written summary on the Entry Form, which is available at www.entre.co.nz. This will include a Public Disclosure Statement as well as a series of more in depth questions about the business or social enterprise.

Before Entries close, students are recommended to attend the **Information Session** to strengthen their venture idea and Entry. Entré will also host drop-in sessions where students are able to talk to the entre Organising Committee about their application.

Entries must be submitted via an online google document, however, if you have any questions about submission please contact Jean Garland, *\$85K Manager*, 85k@entre.co.nz before the date specified in the **Challenge Key Dates** at the end of this document.

Stage Two

The 20 successful applications are chosen by the chosen judging panel. Once the Top 20 Competitors and/or Teams are announced, stage two will commence with a compulsory **Three-Day Workshop** to strengthen and develop the venture ideas. At the end of this workshop, there will be training before the initial interviews, in a pitch style presentation, with questions from the Judging Panel. These interviews will be the entry for the Top 10 Finalists into Stage Three.

All entrants from Stage Two will also be invited to attend entré's **Qualifiers Evening** where the **Top 10 Finalists** will be announced. At least one Competitor from each Team will be required to attend.

Stage Three

Following the Qualifiers Evening, the Top 10 Finalists will go on to a series of Workshops and Mentoring sessions to further strengthen their ventures until October. Towards the end of the competition, teams will submit a **Entré Report** and prepare for the final **Pitch**.

Once the Top 10 finalists are announced, the prize categories available will also be released. It is encouraged that all Competitors and Teams familiarise themselves with the prizes available and focus their pitches and business updates based on the prizes they would like to win. This will encourage the Competitors and Teams to think about what they are missing from their venture and what they need help with.

The Top 10 Finalists will be allocated two (2) business mentors who will provide them with additional advice on the development of a business update and presentation pitch, on top of general business advice for the venture.

During the Competition, the Top 10 Finalists will create a video pitch, which will be circulated across all entré forums for a People's Choice vote. The public will have the opportunity to vote for their favourite team, which will be presented at Annual Awards.

All of the winners and prizes will be announced during the Annual Awards Ceremony. The Entré Report and Pitches will determine all winners and prizes, besides People's Choice, which will be determined by the public, before the Annual Awards Ceremony. All \$85K Start Up Challenge Qualifiers are expected to attend the Annual Awards Ceremony. Prizes will be distributed in accordance with the Rules, upon satisfaction of the conditions as set out in those rules.

Public Disclosure Statement (150 Words Maximum)

A Public Disclosure Statement must be included at the start of the written summary in your Stage One Entry. The Public Disclosure Statement is a brief paragraph that describes the venture but does not include any commercially sensitive or confidential information. It must capture the reader's interest and leave them interested in knowing more. **Please think carefully about what is included here, as it will be published by entré.**

Judging Guidelines

Judging will be based on the following criteria (subject to change):

Stage One - Initial Application:

Level of Customer Knowledge Demonstrated

Product/Service Viability and Potential

Competitive Position

Overall Quality and Thought

Demonstrating that Teams will make the most of the Opportunity and work as hard as they can.

Stage Two - Top 20 Teams:

Pitching Style and Ability

Stage Three - Top 10 Finalists:

It is important to note that this is just a general outline. The final decision will not be based solely on these guidelines and the final decision will be at the judges' discretion.

Key Dates

Stage One	
Applications Open	May 10th
Drop in Session UC	May 15th
Drop in Session Lincoln	May 22nd
Drop in Session ARA	May 29th
Applications Close	June 5th
Top 20 Announced	June 12th
University Holidays Begin	June 26th
Stage Two	
\$85K incubator day 1	July 11th
\$85K incubator day 2 - Speed Mentoring	July 12th
\$85K incubator day 3	July 13th
University Lectures Resume	July 15th
Pitch Workshop	July 22nd
Practice Pitch	July 26th
Pitch / Business Update	July 29th
Qualifiers Evening (Top 10 Announced)	August 2nd
Stage Three	
Workshop 1	August 5th
Workshop 2	August 12th
Workshop 3	August 19th
University Holidays Begin	August 23rd
University Lectures Resume	September 9th
Practice Pitch	September 9th
Videoing Pitch	September 11th
Final Pitch / Business Update	September 18th
Annual Awards	October 2nd

Please be aware that the entré Organising Committee have the right to alter the dates above, and ample notice about the change will be given.

Frequently Asked Questions

What is the benefit of participating in a competition like the entré \$85K Challenge?

The entré \$85K Challenge provides entrants with the knowledge, business contacts and financial support to take their innovative ideas to the next level – making their business a reality. These three things are incredibly hard to achieve on your own and entré will make them easily accessible through the professional development and mentoring programme. Not only that but you will be given the chance to meet new, like-minded people and create networks which you may never have come across otherwise. It is great fun hanging out with innovative and passionate individuals.

Will my Intellectual Property (IP) be protected?

Your IP is definitely protected! Entré will not take your IP – that is not the point of the competition. Entré exists to provide a forum to express your IP without losing control of it.

Who will see my entry?

The judges, the entré CEO, and the \$85K Manager on the entré Organising Committee. These people will have legal obligations not to disclose your entries. All parties sign legally binding non-disclosure agreements.

Who owns the IP?

Entré follows the University of Canterbury regulations regarding Intellectual Property. Please visit: <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

Must I be a student at the University of Canterbury, Ara or Lincoln?

Yes, in order to be eligible for this competition you must be a student at one of these institutions. Teams may contain students from either institutes.

Does the idea have to be an “invention”?

Business success can come from any idea. It may be process improvement or a better way of doing something that people have not thought of. The idea can also be serviced based like a website or communications service. You may also like to pursue a non-for-profit charity concept.

If I enter the \$85K challenge, can I enter the other entré challenges as well?

Yes!

Can I enter the competition as an individual?

Yes for the first stage, however for the second application we strongly recommend you have two or more team members. Team members can also be added during the competition but must be proposed in writing to the \$85k Start Up Challenge Manager.

Can I enter more than once?

You can enter as many times as you like for the \$85K Start Up Challenge but you must be aware that there may be a lot of work involved for this competition. We think this may make it tricky with regard to team dynamics, consider the competitiveness of the programme.

How long does the competition run for?

The overall process of the \$85k Start Up Challenge runs from May until October. Applications for the competition open on May 10th and close June 5th. The information session in May is an optionable event. Commitment is required if/ once you are announced as a top 20 team member on the 12th of June. The first compulsory event is the 3 day workshop from 11th-13th of July. All workshops, mentoring sessions, and other \$85k challenge events are considered compulsory unless a valid reason is given. These will run until October 2nd, which is the evening of the Annual Awards whereby the challenge winners are announced.

I don't really know much about entrepreneurship, or if I have what it takes to be an entrepreneur - does this matter?

Not really! You need to know that this competition requires commitment, hard work, a willingness to learn, and passion. Apart from that, you can come as you are. We have an awesome executive team as well as supporters who are here to help. Throughout the competition we will provide you with workshops, development sessions, and knowledgeable mentors, and our great Centre for Entrepreneurship staff members here at UC are always keen to answer your questions provide feedback.