

## JCU ideaLab 2014!

On Thursday, **March 13, 2014 at 4:00PM**, John Carroll will host its local **ideaLab** competition for **JCU undergraduates**. The event will take place in the LSC Room in the Lombardo Student Center from 4:00 to about 6:00 PM.

### Entry Rules:

- JCU ideaLab is open to all undergraduate students.
- A team can consist of 1-4 students.
- The concept / idea must be new and must have been developed in the 2013-2014 academic year.
- The Concept Paper should not exceed a maximum of 4 pages, double spaced, 1" margins and 12 point font. Up to five pages of appropriate support documents, charts, examples, drawings, etc. will be accepted.
- The judges' decisions are final and non-negotiable.
- For complete instructions, please see the Concept Paper instructions page.

### Required Submissions:

*Submissions should be made to the following: [schmidt@jcu.edu](mailto:schmidt@jcu.edu)*

Each entrant needs to submit the following:

- 1) Entry form / Cover page
- 2) Concept Paper
  - a. Your entry should answer the items listed on the Concept paper instructions.
  - b. You may also include up to 5 pages of supporting materials, such as cost lists, drawings, etc.

**The Entry form / Cover page and Concept Paper need to be submitted by 5:00PM, Friday, February 28, 2014.**

### JCU ideaLab Format

- Each entrant will have 8 minutes for their presentation followed by 5 minutes of judges Q&A.
- There will be a 2 minute transition time between contestants.
- Order of presenters will be randomly determined.
- PowerPoint presentations will already be loaded on a computer/laptop provided by the University.

### Regional Finals:

- The regional finals will be held at Ashland University on Thursday, April 3rd at 4:00 p.m.
- Entrants who win must be available to appear at the Regional Finals on April 3rd.

**Entry Form Cover Page for JCU *ideaLab* 2014**

**Contact Email:** \_\_\_\_\_

**Contact Phone#:** \_\_\_\_\_

**Student Info (up to 4 members on a Team)**

**Concept Name:** \_\_\_\_\_

**Student #1 – Name & Class Yr:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Major/Minor:** \_\_\_\_\_

**Student #2 – Name & Class Yr:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Major/Minor:** \_\_\_\_\_

**Student #3 – Name & Class Yr:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Major/Minor:** \_\_\_\_\_

**Student #4 – Name & Class Yr:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Major/Minor:** \_\_\_\_\_

Your Presentation should cover the following:

### CONCEPT

- what is the product/service being offered?
- what is the value proposition?
- who is the customer?
- how will the customer get access to your product/service?

### PRODUCT/SERVICE

- - what are the features/benefits of your product/service?
- - are there opportunities for intellectual property?
- - how is your product/service differentiated from others in the market?

### INDUSTRY AND MARKET/CUSTOMER

- - what are the demographics and trends in the industry?
- - are there any barriers to entry? if yes, how will you overcome them?
- - what are the typical profit margins in the industry?
- - who are your competitors?
- - who is your perfect customer and are there enough of them?

### FOUNDING TEAM

- - what specific skills or expertise will you need to start this business?
- - what are your team gaps and how will you fill them?

### FINANCIAL NEEDS ASSESSMENT

- - what are your start-up capital requirements?
- - what are the amounts and sources of expected revenues?

If you have questions, call Dr. Schmidt at: 216-397-4242.