

Draper Data Science Business Plan Competition 2022-23 Handbook

Disclaimer: The University of Texas at San Antonio reserves the right to postpone, reschedule, or cancel the Draper Data Science Business Plan Competition for any circumstance under their discretion. **In the event of cancellation, all materials submitted for the competition will be destroyed and will remain the intellectual property of the submitter.**

Important Dates and Deadlines

November 7, 2022	Applications open. Student teams complete online application.
January 27, 2023	Applications close.
February 17, 2023	UTSA announces accepted teams for Competition on-site.
February 24, 2023	Deadline of teams accepting the invitation to compete. Travel arrangements for participants begin.
April 18, 2023	Finalists submit executive summaries and pitch decks.
April 21, 2023	In-person competition takes place. Final pitches are given and winners announced.

About the Competition

“Data science will drive the greatest transformations of the next few decades. Business plan competitions tend to encourage and attract those people who are going to make those transformations. Melissa and I have found these competitions to be a magnet for progress and change.” – Timothy Draper, October 2020

The Draper Data Science Business Plan Competition at UTSA is designed for student entrepreneurs globally to advance business ventures that use data science to create value – with the potential to change the world in which we live and work.

The competition considers data science broadly as a field of inquiry and application encompassing computing, mathematical, and statistical methods and technologies in synergy

with domain expertise and big data sets to solve unmet problems.

Teams representing the student-founded and managed business ventures that participate in the Draper Data Science Business Plan Competition have the opportunity to win up to \$75,000 in cash investments in their ventures.

Requirements of Participation

To participate in the competition, all teams must apply within the submission window from November 7, 2022 to January 27, 2023. Any application submitted after this time frame will NOT be accepted.

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ELIGIBILITY

Venture Teams interested in competing in the Draper Competition must meet the following criteria:

- » Be currently enrolled at the undergraduate or graduate level in two- or four-year degree-granting programs at accredited not-for-profit colleges or universities located in the United States and around the world. Recent graduates, having graduated as of December 2022, are also eligible to participate.
- » All ventures must have at least 2 and no more than 6 members.
- » The competition is for new, for-profit, independent ventures in the seed, start-up or early growth stages. Ventures with a social impact focus are eligible as long as there is a revenue-generating component to the venture. Ventures that qualify for **501(c) status are not eligible**.
- » The Team Leader serves as the main contact for the team and must complete the team's application. The application must demonstrate that the Team Leader played a significant role in conceiving the venture.
- » Ventures must be **student-created** and **student-managed**. They are all required to provide a verification of student status at the time of application. Current students can either provide the unofficial copy of their transcript or a current class schedule showing the term of enrollment. Recent graduates can provide a copy of their diploma, original transcript, or any other document proving their eligibility as of **December 31, 2022**.
- » Team members must:
 - demonstrate commitment to moving venture forward,
 - Have played a primary role in developing the business strategy,
 - Have key management roles in the startup venture.

- Each team must provide contact information for a faculty advisor/mentor at their school who is familiar with the team and the venture. Any faculty advisor/mentor is welcome but not required to be present at UTSA on pitch day.
- » Ventures must be wholly owned by the team
- » An existing business is eligible only if, as of 11:59 p.m. on December 31, 2022, it has
 - received less than \$25,000 in funding, **and**
 - earned less than \$100,000 in gross revenue.

APPLYING TO COMPETE

All team ventures who wish to compete in the Draper Competition must complete the online application form.

The application does not have to be completed in one sitting, partially completed applications are saved and can be submitted later by the stated deadline. Applicants are able to go back and forth between questions; however, they **MUST** answer them all in order to submit.

If an answer doesn't apply, please select "N/A".

The application contains a total of fourteen (14) questions structured as follows:

Section I: Team biographical information

- » Question 1 – 7: Information about the student team members.

You will be required to provide the following: full names, email addresses, education level, race, gender identity, university/college, city, and state.

- » Question 8: Information about the student team's faculty advisor/mentor.

The requested information are full name, title, email, and phone number.

Section II: Business venture proposal

- » Question 9: Provide name of business venture.
- » Question 10: Identify sector/industry of business venture.
- » Question 11: Upload as a single PDF file the business venture proposal that discusses:
 - the business venture and product/service/concept (*max 50 words*)
 - the application of data science tools/techniques in solving the business challenge (*max 200 words*)
 - the competitive advantage created using data science tools/techniques (*max 100 words*)

Section III: Business plan and 90 second pitch video

- » Question 12: Upload, as a single PDF file, the venture business plan using the [Business Model Canvas](#) (BMC) template. A customized file is provided on the application form. The BMC is a tool that entrepreneurs use to track their progression from unproven concepts to viable ventures. This document also lays the foundation for the executive summary finalists will be required to submit prior to finals.

» Question 13: Provide the YouTube link to a 90-second video marked as ‘unlisted’. A short [guide](#) is provided for tips.

» Question 14: Certify all team members are either current students and/or recent graduates as of December 31, 2022. Verification of enrollment for **ALL** team members will be required.

Upon submission of the application form, all team members listed under Section I will immediately receive an email with instructions to provide proof of student status.

For current students, a copy of the class schedule for the current semester or an unofficial transcript is acceptable.

For recent graduates, either a copy of the degree/diploma showing the graduation date or a copy of the unofficial transcript can serve as verification.

A team's entry into the competition **WILL NOT** be considered until proof of status is received for all student members by the stated deadline of January 27, 2023.

EVALUATION PROCESS

Upon receipt of all application materials – including the confirmations of student status – the Draper steering committee will review teams’ application in order to select finalists. The review criteria were defined to match the content of the application form. Here is a template of the form:

Rubric	Score
Exemplary	4
Exceeded expectations	3
Met expectations	2
Below expectations	1
Information not available	0

JUDGING CRITERIA	4	3	2	1	0
Application form – Data Science focus (Section 2)					
Provided a concise, thorough overview and outline of all aspects of the plan.					
Discussed the aspect of data science being applied through the:					
<ul style="list-style-type: none"> Development of a new tool or technique to solve a business challenge Development of a novel modification of an existing tool or technique to solve a business challenge Application of an existing tool or technique to solve a novel business challenge. 					
Discussed the advantage the solution has over currently existing solutions.					
Discussed how the product/service can help customers					
TOTAL (out of 16)					
One Page Business Model (Section 3)					
Company's mission/vision, and focus (customer segments and value proposition)					
Identifies target market and consumers (key activities and customer relationships)					
Overall marketing strategy clearly conveyed(channels)					
Budget provided (revenue streams and cost structure)					
TOTAL (out of 16)					
Video Pitch (Section 3)					
Discussed the aspect of data science being applied through the:					
<ul style="list-style-type: none"> Development of a new tool or technique to solve a business challenge Development of a novel modification of an existing tool or technique to solve a business challenge Application of an existing tool or technique to solve a novel business challenge. 					
Discussed how product can help customers and the advantage the solution has over currently existing solutions.					
Effectiveness in communicating their ideas – visual, audio, etc.					
TOTAL (out of 12)					
GRAND TOTAL (out of 44)					

INVITATION TO COMPETE

The announcement of ventures invited to compete in the 2022-2023 Draper Data Science Business Plan Competition will be made on February 17, 2023 on our social media channels and on the SDS website. All invited ventures will further be notified by email, and additional information pertaining to the finals will be provided at that time.

Any communication regarding the competition will be sent through the email address provided by the team lead.

CONFIRMATION TO COMPETE OR WITHDRAW

Any ventures invited to compete have until February 24, 2023 to confirm their participation. Confirmation will take place via email. Instructions will be provided at that time.

Any invited team not confirming their participation at the finals by the deadline will be disqualified.

All venture teams must be available IN PERSON at The University of Texas at San Antonio over April 21– 23, 2023 to pitch and participate on-site at the final competition round for which they confirm their attendance.

AFTER ACCEPTANCE TO COMPETE

After a team has been accepted to the competition, you must submit an executive summary that provides a written narrative of your team's Business Model Canvas (BMC).

Rules for executive summaries:

- » MAY NOT include any information about a team's school (omit reference in text, email, headers/footers)
- » Limited to two pages of consecutive text (no images may be included)
- » may include one additional page of images/graphics/charts only
- » should address all of the questions in the template (see below)
- » must be submitted as a PDF document with Venture name as the file name (i.e., "VentureName.pdf")
- » Please use this [template](#) for your executive summary.

DELIVERABLES FOR THE COMPETITION ITSELF:

- Prepare a venture pitch deck appropriate for use with pitching your business to investors using this template.
- Prepare a business plan document that covers these concepts:
 - » Company summary – in 1-2 paragraphs describe the problem the venture is addressing, the data science solution, product, or offering, and who are the potential customers.
 - » Problem Statement – what is the problem you are addressing & why do customers care

- » Market Size – how large is your total addressable market
- » Customer Analysis – which customer segments are you targeting (including who you are targeting first, if you are addressing more than one)
- » Product or Service Description – describe the product or service you are selling
- » Product Development Status – what is the state of your product development; what else needs to be done to be able to go to market; what are the key milestones; (e.g., do you have a MVP already, do you have pilots, do you have customers, etc.). For life science companies, outline your FDA approval timeline
- » Intellectual Property – what is the status of your IP (e.g., patents) and status of any IP licenses (e.g., if you are licensing your IP from a university)
- » Competitive differentiation – who are your competitors and why is your product better than the Competition
- » Sustainable competitive advantage – what the moat around your business is
- » Sales and Marketing Plan – how you will go-to-market
- » Company Management startup – show the current founders/managers of the company; highlight which ones are currently degree-seeking students
- » Advisors and Advisory Boards – show individuals who are advising the company and advisory board members (if applicable)
- » Financial Projections for 3-5 years (e.g., Revenue, Income, and Net Cash Flow)
- » Amount of investment you are seeking and use of funds
- » Expected exits (IPO, acquisition) and potential acquirers (if appropriate)

At the finals, the steering committee will provide the panel of external judges with an evaluation form, different from the one used in the first round, whose criteria will focus on the viability, investability, and competitiveness of the venture. This final round will be judged by no fewer than three (3) judges. Finalists will be evaluated solely on the basis of their performance during the final round.

AVAILABLE TRAVEL REIMBURSEMENT

Hotel accommodations, food and drink will be completely covered for participating teams (teams local to San Antonio are expected to NOT need hotel accommodations).

Travel reimbursements will be calculated based on the distance each team must travel:

- » inside Texas,
- » outside Texas but coming from the contiguous 48 states of the United States, and

- » from Alaska, Guam, Hawaii, and Puerto Rico.

All teams applying for travel reimbursement must submit receipts for travel in order to be reimbursed. UTSA is a state institution and will NOT reimburse any taxes. Details will be provided to finalists closer to the pitch event.

Data Sources

In case you need large data sets to show the value of your innovation, free, public data sets are available here:

- » <https://www.data.gov>

Contact Information

The Draper Data Science Business Plan Competition is hosted by The University of Texas at San Antonio School of Data Science.

- » Email draper@utsa.edu with any questions.