

C  **LAB**  **INC**

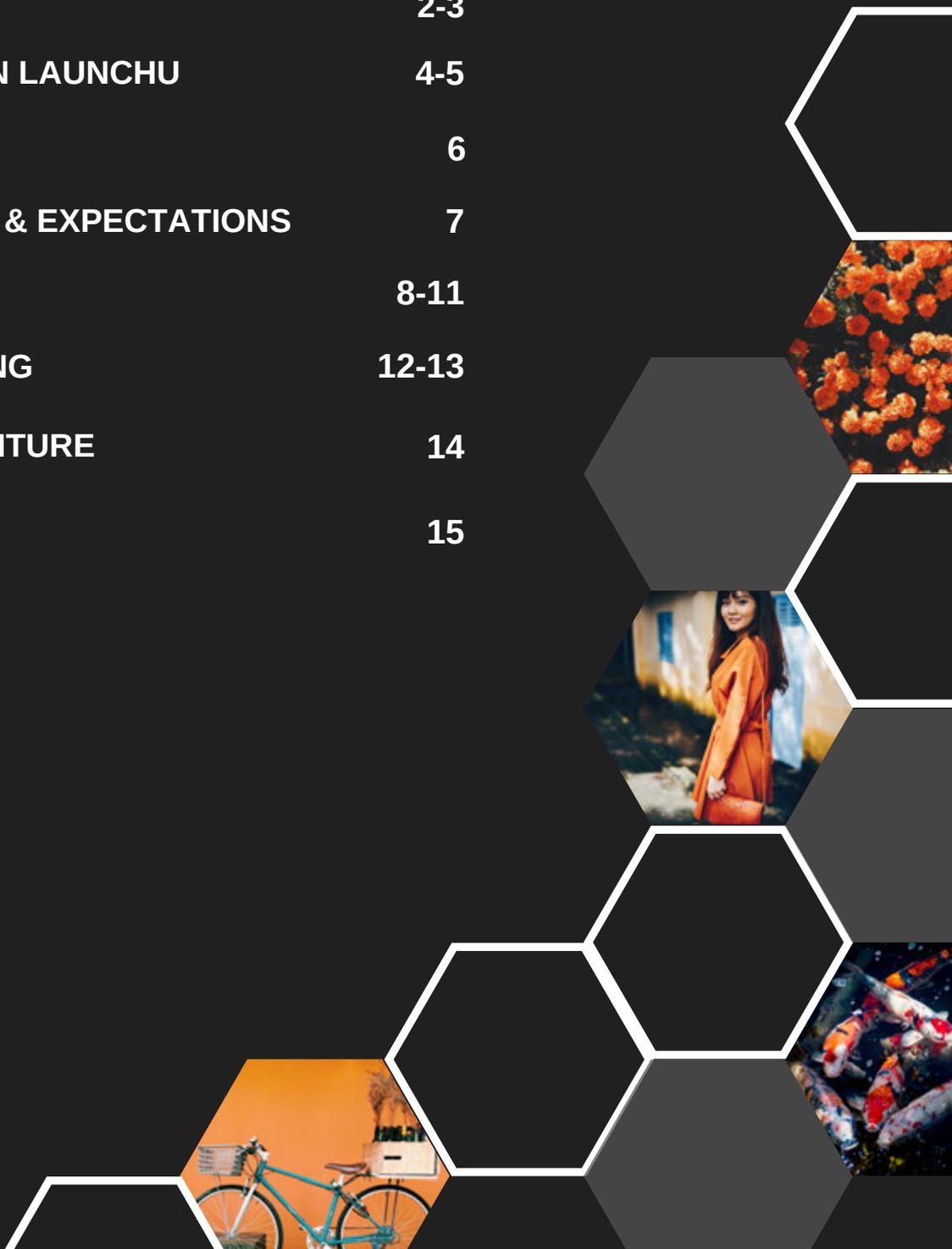
LAUNCHU | PITCH EVENTS



LAUNCH YOUR FUTURE

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WHAT IS COLAB INC?

CoLab Inc. is an organization dedicated to encouraging the spirit of entrepreneurship within the Adventist community. It connects young entrepreneurs with business people who have succeeded in different industries, while providing them with essential tools to excel in commerce. It also fosters collaboration between different generations in the exchange of ideas and establishes a healthy Biblical view of wealth through events and other programs.

Event	Description
LaunchU	<p>A one-night pitch event for university campuses that offers prize money for students to invest into their start-up.</p> <p>Target Audience: University students and the surrounding community</p>
Forge	<p>1-2 day genre-specific event that features panels, keynote talks and a pitch event providing opportunities to network with the speakers and other attendees.</p> <p>Target Audience: Young entrepreneurs and professionals</p> <p>Genres: Film & Media, Real Estate, Education, Food Science, Healthcare, Technology, Engineering and Environmental Science</p>
Boot Camp	<p>A 2-4 day event that guides attendees through the basic process of starting a business or nonprofit organization.</p> <p>Target Audience: Young entrepreneurs and professionals</p>
Moxie	<p>A mixed-genre event that brings together regional and international professionals to network, learn from each other and pitch ideas.</p> <p>Target Audience: Young entrepreneurs and professionals</p>

LAUNCHU BASICS

Overview

LaunchU is the culmination of a year-long process that involves students, professors and administrative staff at the host university. It is a pitch event that began over five years ago and is modeled after ABC's hit show, *Shark Tank*. At the LaunchU Final, 5-10 teams of students present their ideas and business plans to a panel of judges, who will provide feedback.

The judges and audience ultimately pick the top three ideas to win cash prizes. The top two teams have an opportunity to be mentored by a business professional who will help them take the next steps to turn their idea into a functioning business.

Goals

- Promote and inspire student entrepreneurship by encouraging them to think of ideas and execution plans.
- Enable collaboration between the collegiate environment and the greater community to meet a common goal.
- Educate participating teams and guide them through the process of starting a business.
- Strengthen connections between students and working professionals.

Objectives

- Create a stronger community through collaboration with students, professors and successful business leaders.
- Refine ideas and coach teams on the process of making a detailed, executable business plan.
- Encourage and enable students from varied academic disciplines to work together to actively pursue a business idea they are passionate about.
- Select the best ideas and prepare the teams to present at the LaunchU Final.
- Provide a support system that will assist the teams in keeping their plan on track after the competition.

WHY PARTICIPATE IN LAUNCHU

Bringing LaunchU to your campus offers an opportunity to empower the collegiate community through entrepreneurship in the following ways:

University Benefits

- Strengthen student-faculty interaction
- Increase entrepreneurial networks, keeping colleges on the cutting edge
- Create a value-added program to inspire the entrepreneurial spirit in students

Student Benefits

- Real life experience
- Possibility of starting a business
- Networking opportunities
- Exposure to different disciplines
- Additional forum for presenting a senior project
- Potential start-up funding

Business Benefits

- Opportunity to give back
- Connecting with up and coming business minded young adults
- Mentoring or internship opportunities for students
- Front row seat to hear fresh, new ideas.





Business Plan Experience

Developing a viable Business Plan takes time and attention to detail. This can be a valuable learning experience for students across a wide range of disciplines. CoLab Inc. will work closely with faculty advisors to assist students by providing a list of resources that students can use in the business plan development process. Students will be able to access these resources online at colabinc.org.

Mentorship

CoLab Inc. provides up to five hours of mentorship with a business professional. Each team will be responsible for contacting their mentor to schedule a convenient time to work together, whether it be during the school year or vacation. Students must connect with their mentor during the first six months following the competition, otherwise the mentorship offer will expire.

	Cash	Mentorship	Moxie Invitation
1st Place	\$5,000	5 hours*	All-expense paid trip to the Moxie Pitch Event
2nd Place	\$3,000	5 hours*	All-expense paid trip to the Moxie Pitch Event
3rd Place	\$2,000		
Total Awarded	\$10,000		

ROLE BREAKDOWN

LaunchU is based on the idea of a collaborative effort from faculty, staff, business leaders, students and the CoLab Inc. team. The basic outline of the different roles is defined below:

Administration	Faculty	Students	Colab Inc.
Advertise the event and encourage participation	Promote the LaunchU event to students	Go through sign-up process to present idea	Provide outline and timeline of the process for the university
Assign professors from different departments to advise students	Encourage an interdisciplinary approach from participating teams	Form teams comprised of students from different majors	Work with students and faculty to determine university and/or student needs
Assign a marketing person in charge of promoting the event on social media	Connect students of different majors & years	Do the appropriate research and work closely with faculty to meet standards	Outline resources for business plan development
Host and schedule networking events prior to LaunchU Final	Work closely with students to make sure their ideas are viable and ready to present	Prepare a presentation for each checkpoint	Create a marketing plan & advertising pieces for the Final
Advertise events off-campus to encourage community attendance	Encourage and incentivize attendance from other students for the final event	Implement feedback from faculty and judges after each round	Provide professional judges
Communicate with CoLab Inc. about needs	Ensure that each finalist meets the standards set by CoLab Inc.	Create a detailed business plan that can be executed	Plan and run the Final and all its details
Host and schedule Quarterfinal and Semifinal events	Assist administration team to host Quarterfinals and Semifinals	Connect with a mentor after the Final	Connect winning teams with mentors

LAUNCHU PROCESS & EXPECATIONS

LaunchU is a learning experience for all participants. The application process is designed to be a simple guide for teams to define and expand on their ideas. The faculty and staff can then identify the best ideas out of the applicant pool.

- 1. Submission of Ideas:** Students can apply and submit their ideas online. Any idea that can be formatted into a business plan is welcome, including for profit, nonprofit and senior projects.
- 2. Collaboration between Students and Faculty:** Students will connect with a mentor or sponsor, preferably from the faculty departments related to their idea. They must demonstrate that their team members are students who can contribute to the multidisciplinary approach of the event.
- 3. Business Plan Development:** Participating teams will be provided with an outline of business plan resources.

The final teams are expected to closely adhere to the rubric instructions, which can be found in **Appendix B** and **C**. Participating teams who do not meet the required standards at each checkpoint will be eliminated.

Things to Keep in Mind:

- Lean Start-up Chart due 2 days before Quarterfinals
- Business plan/model rough draft due 5 days before Semifinals
- Final business plan/model due 1 week before LaunchU Final
- Students will present their ideas to the judges as potential investors
- Key points judges will look for:
 - Complete, well-thought-out ideas
 - Clear presentation of the feasibility of the plan
 - Strong presentation and speech
 - Interdisciplinary diversity
 - Well-written and detailed business plan
 - Ability to answer questions posed by the judges

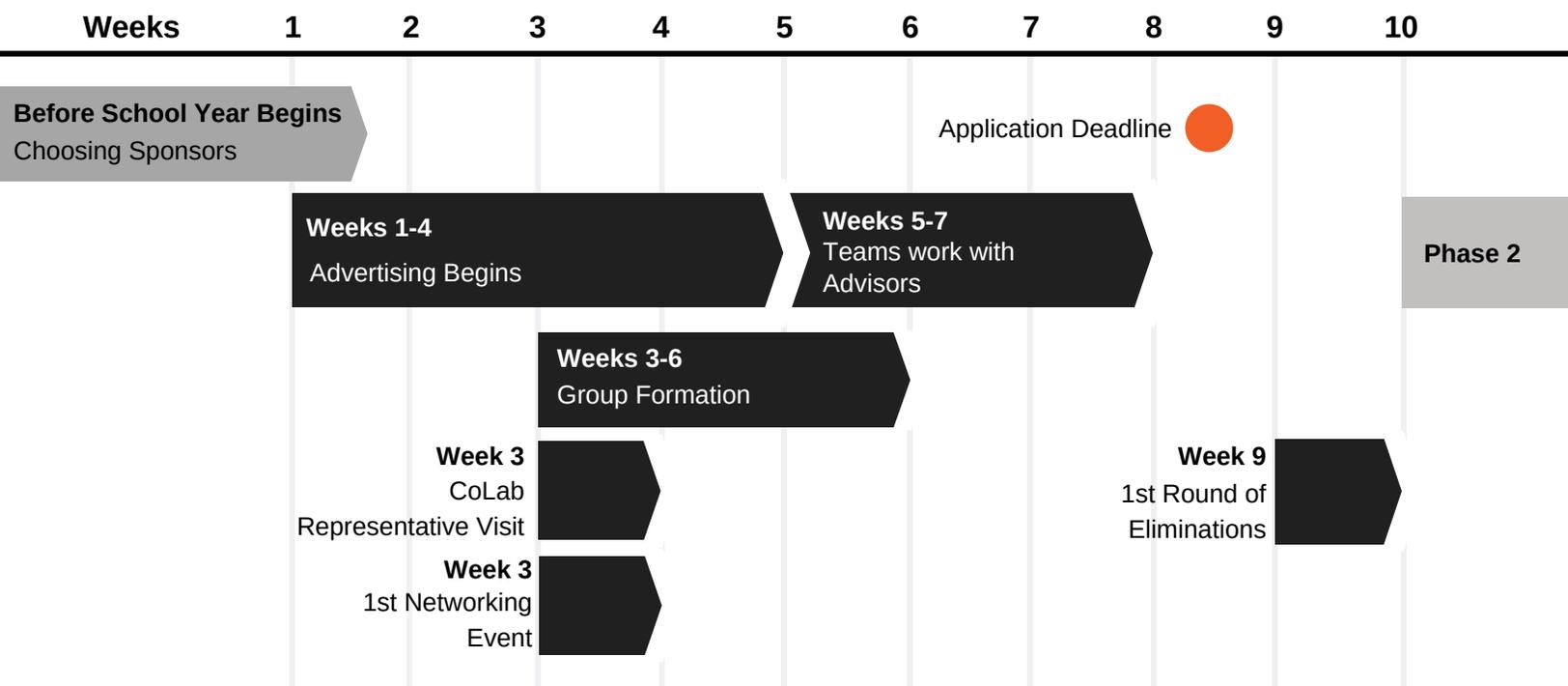
BASIC TIMELINE

LaunchU is meant to be a 5-8 month-long process; therefore, the timeline can be adjusted accordingly by the host university and CoLab Inc. There are four phases to be completed. For the purpose of this document, these are presented in an eight month-long format.

*For descriptions of networking events, Quarter Final and Semifinal events refer to **Appendix D**.

PHASE 1: ENGAGEMENT

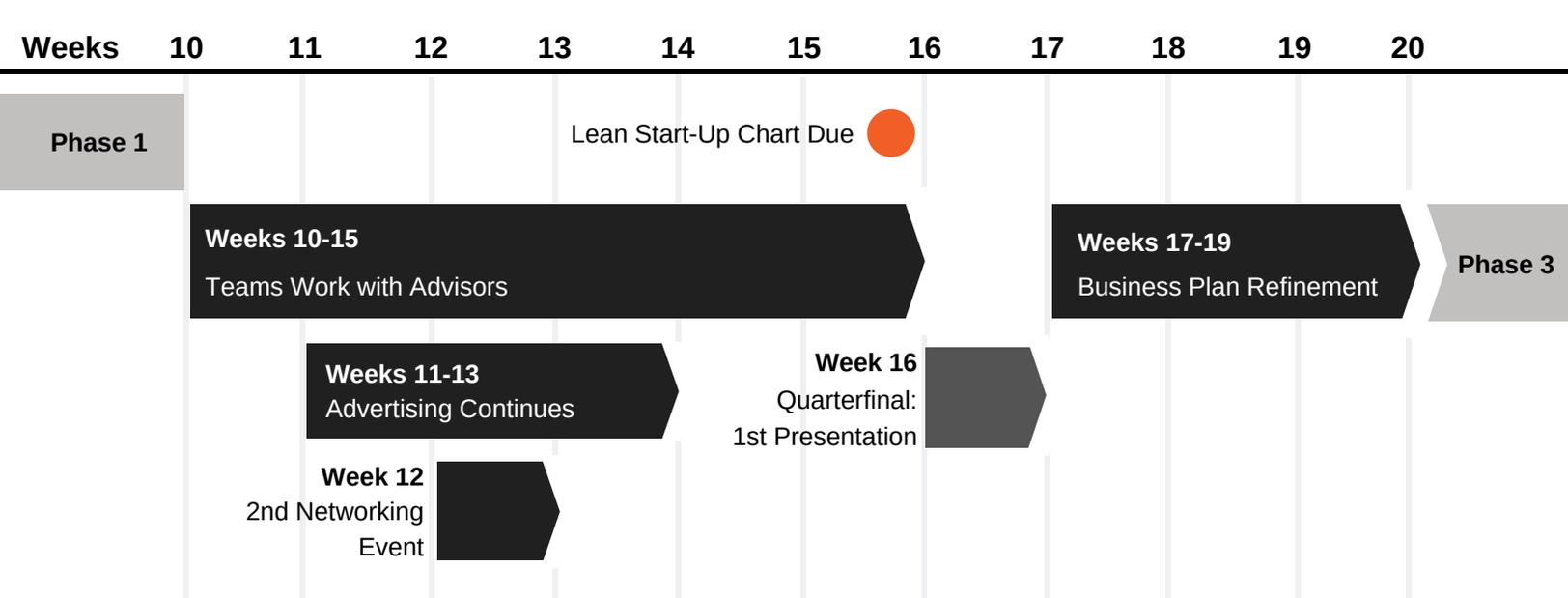
The beginning of the year is crucial to get students and faculty involved in the LaunchU process. It begins during the summer when the administration assigns specific roles to faculty members as student advisors. The goal is to implement marketing strategies to get as many participants as possible. Faculty and administration will organize networking events as informative sessions and will work with the CoLab Inc. Representative to answer any questions. Once applications are turned in, faculty members will review and decide which teams qualify for the next phase.





PHASE 2: COLLABORATION & PREPARATION

This phase focuses on expanding and refining ideas. Professors assist students in the process of creating their Lean Start-Up Plan and preparing for the Quarterfinal. This event will allow students to present their idea for the first time and serve as a checkpoint for evaluation. Those qualifying for the next round have the opportunity to access additional resources for developing a business plan. Advertising continues through this phase to encourage attendance to networking events and Quarterfinal presentations.



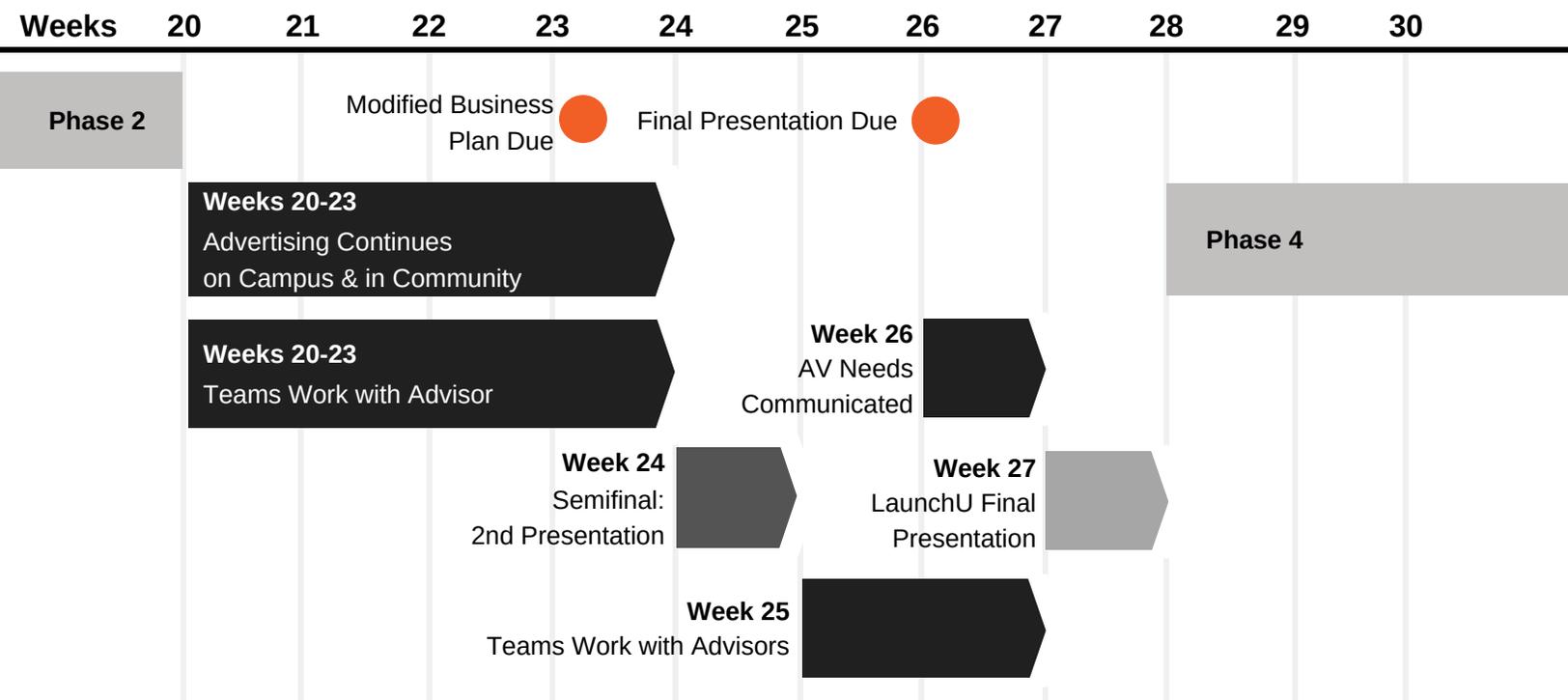


PHASE 3: PRESENTATION OF THE FINAL PRODUCT

Once the semifinalists have been chosen, they will continue to work with their advisors to polish their ideas and make sure their plans meet the LaunchU rubric requirements. They will use the information outlined in the online resources and feedback from professors to turn their Lean Start-Up Plan into a modified Business Plan, which is due five days before the Semifinals. A CoLab Inc. Representative will be at the Semifinal event to help evaluate the teams' readiness for the Final. A week before the Final, the CoLab Inc. Representative will brief the finalists on specifics for the LaunchU Final, answer questions and set a date for the collection of all the presentations.

The academic administration is in charge of increasing advertising for final event to gain attendance from students and community members. CoLab Inc. will assist with creation of promotional materials if needed.

*For **Production Needs** and a **Sample Schedule** refer to **Appendices E & F**





PHASE 4: POST-COMPLETION

After the winners are announced they will connect with their mentors and will be responsible for contacting them to set up a time to work together for up to five hours.



LAUNCHU MARKETING

Target Market

The target market for the LaunchU event will mostly be college students, although community members and business people are encouraged to attend the final event.

The first few waves of marketing will target undergrad students of any major with a business idea. Later in the year, another wave of marketing will target non-participating students to encourage attendance of the presentation events.

Marketing Strategies

Announcements in School-Wide Events

Announcements during university assembly hours will prove most effective in communicating the message to the largest amount of people and raise overall awareness of the event -- encouraging potential participants and attendees to be involved.

Social Media

Social media is a key marketing avenue to hit the target demographic. It is strongly recommended to have a social media specialist who can promote the event through the popular platforms among students. Preferably, this person can be a member of student government, club leadership or a worker from any department. It is left to the school's discretion to choose the person to fill the position and whether or not this will be included as part of an existing job description. The student may contact the CoLab Inc. Representative at any time with guidelines or branding needs.

Personal Student Connection

Personal connection is key to forming a strong brand awareness in younger groups. A few ways to achieve this are:

- **Professors** will encourage students to participate in the LaunchU process by making class announcements or discussing in one-on-one meetings. Professor involvement will establish relationships with possible advisors.
- **CoLab Inc. Representatives** will visit the campus and interact with students on a personal level and then involve them in the process by providing first-hand information.
- **Club Partnership** will increase interest in LaunchU events on campus.

Fostering Community Involvement

CoLab Inc. encourages the participation of all demographics in the LaunchU process. Community attendance at the Semifinal and Final events is desirable. The school administration is responsible for distributing CoLab Inc. marketing materials. Reaching out to local media outlets for ad publication is recommended. In addition, working with local high traffic venues to display event posters is ideal.

Advertising Pieces

- **Facebook** – ads and posts designed to target the collegiate community.
- **Instagram** – posts and stories targeted to college students.
- **Posters** – strategically placed in high-traffic areas.
- **Short Videos** – used in conjunction with spoken announcements.
- **Weekly Email Announcements** – sent out to students and faculty to provide event information.
- **Club-Specific Designs** – CoLab Inc. will work with clubs interested in developing personalized ads to target their members.

ESTIMATED EXPENDITURE

LaunchU is designed to be a low cost event for the host university. Most of the direct costs are covered by CoLab Inc. with the exception of miscellaneous incentives the university may offer to encourage involvement in the event, such as food for networking events and scholarships for members of the winning teams.

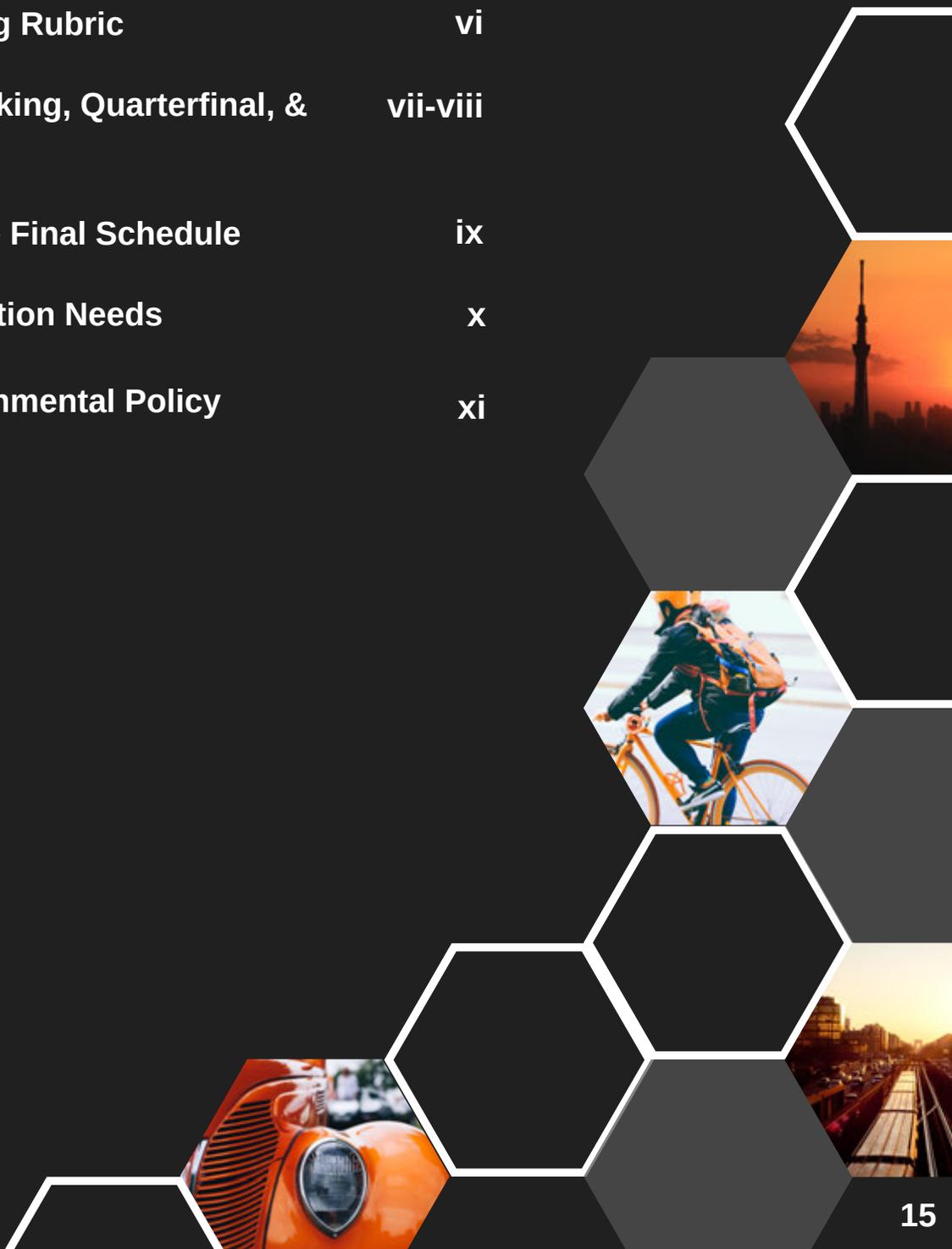
Refer to the table below as an example of estimated expenditure.

Items	Cost	Assumptions
Networking Events	\$400	3 networking events ranging from \$100-\$150 each. Spent on food and beverages
Marketing	\$1,000	Production of posters, banners and materials for newspapers, newsletters and magazines
Scholarships	\$1,200	\$100 scholarships awarded to the top 3 groups composed of 4 members each
Total	\$2,600	

Not included in this outline is faculty, staff and student time that will contribute to the LaunchU process and the organization of the Final.

APPENDIX

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LAUNCHU APPLICATION

1) Project name (if you have one): _____

2) Please fill out the table for the members of your team. List the team leader first.

Name	Major	Class Standing	Contact Email

3) Describe your business idea:

4) What is the service or product that your business provides?

5) What need does your business fill? Why do you want to pitch this idea?

6) Pick one of the following stages as a description of where your business idea is developmentally:

- Just an idea
- Research & development phase
- We have a rough business plan
- Other: _____

7) What is unique about your idea, business, product or distribution channel?

8) How did you hear about LaunchU?

9) LaunchU Advisor (if you have one): _____

10) Have you applied to participate in LaunchU before? If you have applied before, how far did you make it through the process?

RUBRIC & INSTRUCTIONS FOR STUDENTS

1 Application

Due: To be determined based on student response -- typically by Week 8 of the Fall term.
Complete application will be submitted at colabinc.org

2 Lean Start-Up Chart

Due: 2 days before Quarterfinal
Chart provided online at colabinc.org in 'Resources' section.

Key Partnerships – Who are the suppliers, manufacturers, subcontractors and other businesses or services that your business will partner with?

Key Activities – How will your business gain a competitive advantage?

Key Resources – What are the resources that you can leverage to create value (e.g. – staff, capital, intellectual property, business resources)?

Value Proposition – What is the unique value in your company?

Customer Relationships – How will customers interact with your business?

Customer Segment – What is your specific target demographic?

Channels – How will your business communicate with customers?

Cost Structure – How will your business reduce costs and maximize value?

Revenue Streams – How will your company make money?

3 Modified Business Plan

Rough Draft Due: 5 days before the Semifinals

Some information required for this document can be pulled from the **Lean Start-Up Chart** and the **Application**.

Executive Summary – short description of business, why it will be successful, mission statement, product or service and leadership team basics

Company Description – gives more detail about business, the problem it solves, identifies target market, what makes your company different and what the competitive advantage your company has

S.W.O.T Analysis – Strengths (Internal), Weaknesses (Internal), Opportunities (External), and Threats (External); 3-5 bullet points for each section

Simplified Market Analysis – Find 1 or 2 competitors and analyze them. Find 3 strengths for each competing organization.

Organization & Management – Create a chart or table that lays out the company hierarchy. Mark the leader and include information to support each team member's contribution to the business.

Service or Product Line – describe product or service

Marketing & Sales – Explain how you will attract and retain customers and how you will deliver the product or service.

Simplified Financial Outline – Create a table that outlines a 5-year plan. For each year, include estimated budget and bullet points of what you expect that sum to pay for.

Steps for Further Research, Refinement & Development – This section will discuss what you have not included in this modified business plan and how you will determine that information. Examples of what might be included in this section: funding request, more complete market research, financial projections, research and development of a product, high-level growth plans, etc.

CONTINUED

RUBRIC & INSTRUCTIONS FOR STUDENTS CONTINUED

4 LaunchU Final Presentation

Due: A week before the date of the Final

Most of the information required for this section can be pulled from the other three sections.

PowerPoint – This can be formatted in a multitude of different ways and is expected to reflect the unique identity of the team and their idea.

Prototypes (if applicable) – This section only applies to the teams whose ideas revolve around a product. For example, if the team is talking about creating a filter for drinking water in rural areas, a prototype of that filter is recommended for their presentation.

Handouts for Judges (if desired) – Only a few groups will want to do this. This is limited to one page and will need to be turned in the day before the presentation.

Other Visual Aids (if desired) – This could be a number of things and will vary widely.

The majority of the Lean Start-Up Chart and Modified Business Plan sections is taken from information on SBA's website:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Judging Rubric

Team:

0	1	2	3	Area Score
Section was not included or was very limited	Section had some missing information and significant gaps in thought process	All components were present, but left room for clarification	All components were present and clearly presented	
Description of Business -What the idea/business is -Mission Statement -Service or Product -Problem the business solves -Target market -What makes your idea different -Organization & Management	Comments			
SWOT Analysis - 3-5 Strengths - 3-5 Weaknesses - 3-5 Opportunities - 3-5 Threats	Comments			
Simplified Market Analysis - States 1-2 competitors - Analyzes them - At least 3 strengths for each competing organization	Comments			
Marketing & Financial Considerations - How customers will be attracted and retained - How product or service will be delivered - Outlines 5-year plan	Comments			
Further Research, Refinement & Development - What hasn't been included - How they will determine unknowns	Comments			

Final Score



JUDGING RUBRIC

NETWORKING, QUARTERFINAL & SEMIFINAL EVENTS

Networking Events

These events are designed to connect students with each other and faculty advisors in order to gather information about LaunchU. To encourage attendance professors may consider offering incentives like extra points in classes or colloquium credits. The networking event breakdown is as follows:

- 1) *First Networking Event*** – Initial gathering of students and faculty with food provided. LaunchU process and goals presented by CoLab Inc. Representative with time for Q&A.
- 2) *Follow-up Networking Event*** – Second attempt to gather students with ideas and connect them with other individuals to potentially form teams. Faculty members of participating departments will attend to offer information.
- 3) *Final Networking Event*** – This and any additional networking events will be optional, depending on student interest. The purpose remains the same, to allow a time for interested students to meet with professors and gather information about the competition.





Quarterfinal*

The Quarterfinal is a university run elimination round in which teams will present their Lean Start-Up business plan. During the event, teams will be evaluated based on the judging rubric for the Final and receive feedback on their ideas. Groups whose ideas are not fully developed or show significant deficiencies will not move on to the Final.

To encourage attendance of other students and community members, the university has the option to offer food, colloquium credit or other incentives.

Semifinal

The Semifinal Event is hosted and run by the university. During this elimination round the Final, teams will present their Modified Business Plan to a panel of judges selected by the university as well as a CoLab Inc. Representative. This presentation is expected to be close to what the group will present at the LaunchU Final. Like the Quarterfinal, each team's presentation will be evaluated based on the judging rubric and will receive feedback on their presentation. If eliminated, key weaknesses will be identified and shared.

To encourage attendance of other students and community members, the university has the option to offer food, colloquium credit or other incentives.

*Some universities may determine that a Quarterfinal elimination round is not required and that a Semifinal round is sufficient to prepare for the Final.

SAMPLE FINAL SCHEDULE

Sample Schedule

7:00pm	Introduction and Welcome by MC
7:05pm - 7:10pm	Judge's Intro Video
7:10pm - 7:15pm	Rules & other information
7:15pm - 7:18pm	Pitch #1 set up
7:18pm - 7:25pm	Pitch #1
7:25pm - 7:33pm	Q&A Time
7:33pm - 7:36pm	Stage transition
7:36pm - 7:43pm	Pitch #2
7:43pm - 7:51pm	Q&A Time
7:51pm - 7:54pm	Stage transition
7:54pm - 8:01pm	Pitch #3
8:01pm - 8:09pm	Q&A Time
8:09pm - 8:12pm	Stage transition
8:12pm - 8:19pm	Pitch #4
8:19pm - 8:27pm	Q&A Time
8:27pm - 8:30pm	Stage transition
8:30pm - 8:37pm	Pitch #5
8:37pm - 8:45pm	Q&A Time
8:45pm - 9:00pm	Judge Conferring/Audience Vote Time
9:00pm	3rd, 2nd, and 1st place announced

Audio Visual

- Projector & large screen
- Audio capabilities
- 2-4 mics for the judges
- 1-2 mics for the presenters
- 1 mic for the MC
- Timer & TV screen
- Ability to project audience vote
- Strong Wifi connection

Location

- Seating for 150+
- A stage that has enough room for the presenters and the judges
- Power outlets

Volunteers

- Set up team
- Take down team
- Production team

PRODUCTION NEEDS

ENVIRONMENTAL POLICY

Colab Inc. is dedicated to producing environmentally conscious and sustainable events by adhering to Five Principles: Reduce, Reuse, Recycle, Reinvest, and Reinvent. The final two, Reinvest and Reinvent, allow us to expand our environmental impact further than the previous three principles.

Reduce

Limit the amount of waste by purchasing less, printing less & using fewer resources

Reuse

Use materials more than once or find new purposes for them

Recycle

Separate waste from materials that can be used to make new products

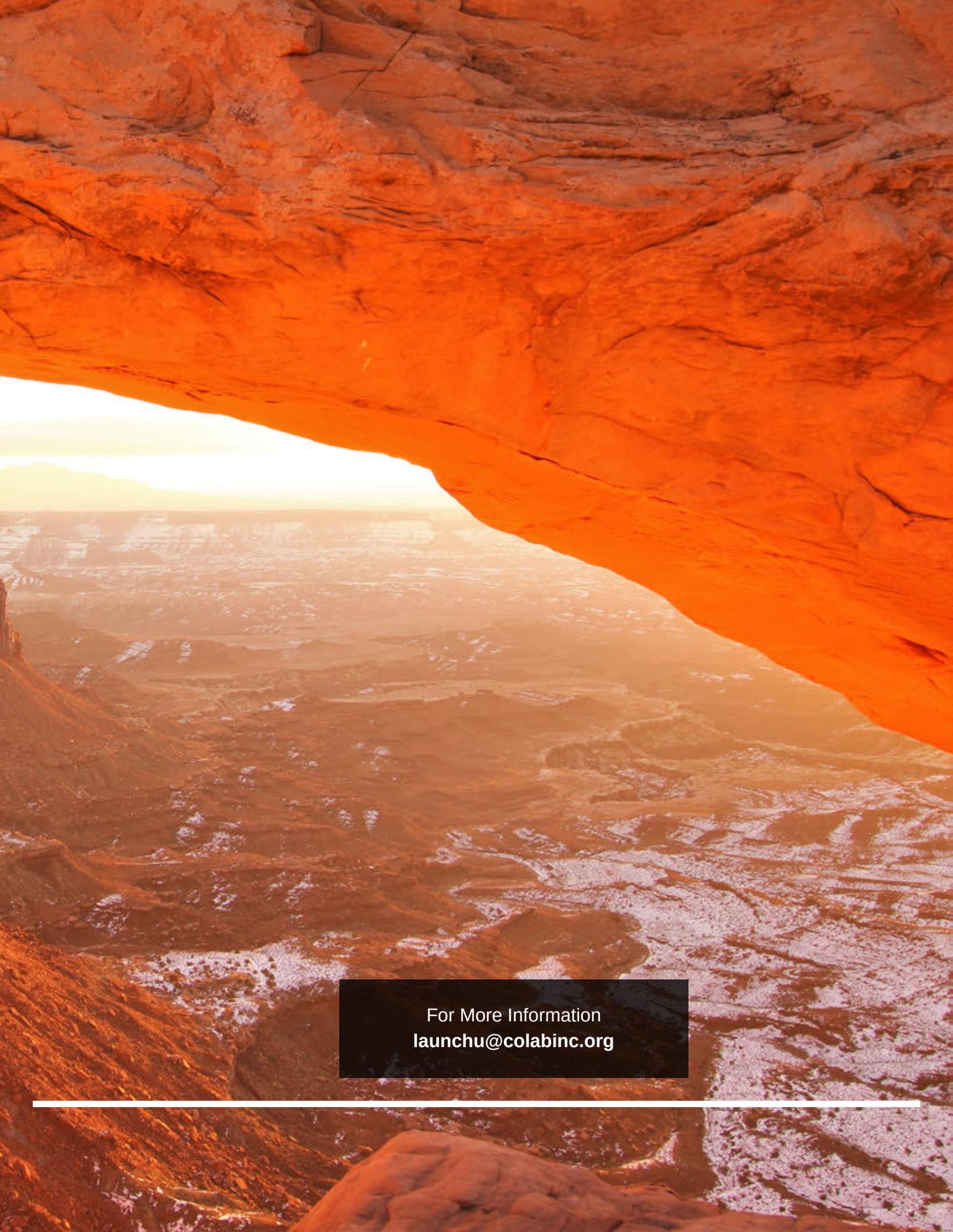
Reinvest

Give back to the local community through locally sourcing

Reinvent

Be willing to try new alternatives for sustainability

We hope that you will join us in this endeavor. Little steps in the right direction bring goals within reach.



For More Information
launchu@colabinc.org

