

WIN \$5000 FOR YOUR ENTREPRENEURIAL IDEAS!

# 2023 PAPPAJOHN STUDENT ENTREPRENEURIAL VENTURE COMPETITION

**OPEN TO ALL COLLEGE STUDENTS IN IOWA**

Included in this packet: competition guidelines + timeline,  
application, terms + conditions, supplemental resources

QUESTIONS: [INFO@ISUPJCENTER.ORG](mailto:INFO@ISUPJCENTER.ORG)



# COMPETITION GUIDELINES

Sponsored by John Pappajohn and Equity Dynamics Inc., the Pappajohn Student Entrepreneurial Venture Competition is intended for college and university students in Iowa who have an interest in starting their own venture. Plans will be judged based on a) content/concept and b) viability of business idea. Three (3) seed grants in the amount of \$5,000 each will be awarded to the top three applicants who submit and present in the final competition. *Regional (Round 1) winners who advance to the finals but do not win the top awards will receive \$500 per team.*

## ELIGIBILITY:

1. Full or part-time undergraduate or graduate students registered for 2022-2023 academic year at any Iowa post-secondary educational institution are eligible for the competition.
2. Plans may be submitted by an individual or by a team of students.
3. Teams must consist of at least one student member.
4. Teams must consist of five or fewer members.
5. Business competition applications must be for a startup or new business only (not for an existing business). Regional directors will subjectively determine eligibility.

## 2023 COMPETITION TIMELINE

### Round 1

**Deadline: April 5  
(midnight)**

### Round 1 / Judging

**April 6 to  
April 16**

### Up to 15 Teams to advance

**Announcement:  
April 17**

### Round 2 / Finals

**April 28 8AM to  
1PM Tentative: Des  
Moines or Ames**

### Round 1 Submissions Must Include:

- 1) Executive Summary  
*Business Model Canvas format*
- 2) One-page Business Model Canvas
- 3) Financial Projections
- 4) Signed Terms & Conditions

### Round 2 (invitation only):

- 1) Executive Summary  
*Business Model Canvas format*
- 2) One-page Business Model Canvas
- 3) Financial Projections (3 years)
- 4) Pitch Deck
- 5) W-9 Tax Form

### Round 1 Judging -- Regional Competition (\$500)

Each of the five regional locations will select no more than three top business plans to compete in the final competition. Regional competitions may include personal interviews or presentations at the discretion of the regional centers.

### Round 2 -- Final Statewide Competition/Awards (\$5,000)

Finalists will give a pitch (including pitch deck) to John Pappajohn and his senior advisors at Equity Dynamics in Des Moines, IA. Three top awards (\$5,000 each) will be presented following a luncheon event. *\$5,000 winners are not also eligible for the \$500 regional award - only one award per team.*

# APPLICATION PROCEDURE

## Regional Competition – Round 1 Judging

Round 1 Judging will take place at each of the five Pappajohn Centers in Iowa (listed below). Student applicants from the University of Iowa, University of Northern Iowa, Drake University, Iowa State University, and North Iowa Area Community College will submit materials to their respective Pappajohn Center.

Applicants outside of these schools (other private or community colleges in Iowa) will submit materials to the Pappajohn Center closest to their home institution.

Applicants need not be present for judging; however, regional competitions may include personal interviews or oral presentations at the discretion of the regional competition directors.

**Email or upload online** (if available at center) your materials to **one** of the following regional locations:

### University of Iowa

#### John Pappajohn Entrepreneurial Center

Attn: Lynn Allendorf

108 Pappajohn Building, Suite S160

Iowa City, Iowa 52242

Phone: 319-335-1022

lynn-allendorf@uiowa.edu    www.iowajpec.org

### University of Northern Iowa

#### John Pappajohn Entrepreneurial Center

Attn: Laurie Watje

Business & Community Service Services 128

Cedar Falls, Iowa 50614-0130

Phone: 319-273-5732

jpec@uni.edu    www.jpec.org

### Drake University

#### Pappajohn Center for Entrepreneurship Outreach

Attn: Stephanie Cardwell

Drake University Entrepreneurship Centers

2847 University Avenue, Aliber 302, Des Moines, Iowa 50311

Phone: 515-271-3071    stephanie.cardwell@drake.edu

www.drake.edu/cbpa/centers

### Iowa State University

#### Pappajohn Center for Entrepreneurship

Attn: Judi Eyles

1805 Collaboration Place, Suite 1300

Ames, Iowa 50010

Phone: 515-296-6532

eyles@iastate.edu    www.isupjcenter.org

### North Iowa Area Community College

#### John Pappajohn Entrepreneurial Center

Attn: Kelley O'Rourke

500 College Drive

Mason City Iowa 50401

Phone: 641-422-4111

Kelley.O'Rourke@niacc.edu

www.niacc.com/pappajohn

## Statewide Competition -- Round 2 Judging

Up to three top new venture ideas from each of the five regional locations will be selected to compete in the statewide competition. Final submissions and presentations will be judged by John Pappajohn and his staff at Equity Dynamics. Each individual or team will be required to provide a 3-5 minute pitch deck about their business and will be asked to respond to questions.

## Awards Presentation

Three (3) \$5,000 awards will be presented by John Pappajohn and his staff at the final awards competition. Complete information about the final competition will be provided to regional award winners prior to the final event.

# APPLICATION

Application information may be provided on paper, by email, or online at each respective John Pappajohn Entrepreneurial Center.

NAME OF TEAM AND/OR BUSINESS \_\_\_\_\_

UNIVERSITY OR COLLEGE AFFILIATION \_\_\_\_\_

TEAM PRIMARY CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

MAJOR \_\_\_\_\_ MINOR \_\_\_\_\_

CLASSIFICATION: FRESH SOPH JUNIOR SENIOR GRADUATE FACULTY/OTHER

## OTHER TEAM CONTACT(S)

NAME \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

EMAIL \_\_\_\_\_

MAJOR \_\_\_\_\_

MAJOR \_\_\_\_\_

CLASSIFICATION: F SO J S G F/O

CLASSIFICATION: F SO J S G F/O

NAME \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

EMAIL \_\_\_\_\_

MAJOR \_\_\_\_\_

MAJOR \_\_\_\_\_

CLASSIFICATION: F SO J S G F/O

CLASSIFICATION: F SO J S G F/O

# PAPPAJOHN STUDENT ENTREPRENEURIAL VENTURE COMPETITION 2023

## TERMS AND CONDITIONS

By submitting an Application and Business Model to the Pappajohn Student Entrepreneurial Venture Competition ("the Competition"), each applicant listed below agrees to the following conditions:

### Originality of Plan

The ideas and concepts set forth in the Business Model is the original work of the applicant(s), and the applicant is not under any agreement or restrictions prohibiting his or her ability to disclose ideas or plans to the Competition.

### Compliance with Guidelines of the Competition

Each applicant has reviewed the Competition Guidelines and by his or her own signature below certifies that this entry and the team or individual it represents complies with the Guidelines and agrees to abide by the Guidelines. Failure to comply with guidelines will result in entry disqualification and/or forfeiture of prizes.

### Waivers and Releases

It is the team's responsibility to protect any highly confidential or trade secret information. Proposals will be handled confidentially, but judges will not be required to sign non-disclosure statements.

Once submitted, business plans become part of the Competition and will not be returned. Applicants are advised to keep their own copies for reference. Plans will be destroyed following the final competition.

If chosen as a winner, applicant(s) grant the Competition the right, without compensation, to publish finalist names and company names, non-financial information, photographs, and video and audio recordings, for editorial, public relations, promotional, and advertising purposes.

Winners will be responsible for any tax and/or tax consequences of the award.

All decisions made by the judges on all matters relating to the Competition will be final. The Competition reserves the unrestricted right to interpret these rules, and to alter, amend or change them, at its discretion.

University and/or Business Name \_\_\_\_\_

All team members must sign below:

_____	(Primary Contact)	Date _____
_____		Date _____
_____		Date _____
_____		Date _____
_____		Date _____

# SUPPLEMENTAL RESOURCES

## EXECUTIVE SUMMARY FORMAT

Please prepare a 1-3 page executive summary based on the format provided through the Business Model Canvas tool.

### 1) Value Propositions

- a) What value do we deliver to the customer?
- b) Which one of our customer's problems are we helping to solve?
- c) What is the specific product or service being offered?
- d) Which customer needs are we satisfying?
- e) What are the features that match customer needs?

### 2) Customer Segments

- a) For whom are we solving a problem or fulfilling a need?
- b) Who are the customers?
- c) Does the value proposition match the customer needs?
- d) Is this a single-sided or multi-sided market?

### 3) Channels

- a) Through which channels do our customer segments want to be reached?
- b) Which channels are most efficient?

### 4) Customer Relationships

- a) How will we get, keep and grow customers?
- b) Which segments are already established?
- c) How are customers integrated with the rest of our business model?

### 5) Key Activities

- a) What key activities do our value propositions require?
- b) What needs to happen to establish our distribution channels?
- c) How do we establish our customer relationships?
- d) How do we establish our revenue streams?

### 6) Key Resources

- a) What key resources (suppliers, etc.) do our value propositions require?
- b) What key resources are required for our distribution channels, customer relationships, and revenue streams?

### 7) Key Partnerships

- a) Who are our key partners?
- b) Who are our key suppliers?
- c) Which key activities do partners perform?

### 8) Revenue Streams

- a) What is the revenue model?
- b) What are the pricing tactics?
- c) For what value are our customers willing to pay?

### 9) Cost Structure

- a) What are the most important costs in our business model?

**Reference links:** [http://en.wikipedia.org/wiki/Business\\_Model\\_Canvas](http://en.wikipedia.org/wiki/Business_Model_Canvas)  
<https://www.strategyzer.com/canvas/business-model-canvas>  
[https://canvanizer.com/downloads/business\\_model\\_canvas\\_poster.pdf](https://canvanizer.com/downloads/business_model_canvas_poster.pdf)

# SUPPLEMENTAL RESOURCES

## FINANCIAL PROJECTIONS

Please prepare a set of financial projections (three years preferred) for your business model. Your projections should reflect anticipated monthly revenues and expenses for your business model. One online tool is available for download at [www.startupmodels.com](http://www.startupmodels.com). Other tools are available through an online search or by contacting your area John Pappajohn Entrepreneurial Center for guidance or templates.

## BUSINESS MODEL CANVAS

Download a Business Model Canvas template at the following links or find an editable PowerPoint slide on Pappajohn Center websites:

<http://www.businessmodelgeneration.com/canvas/bmc>

[https://canvanizer.com/downloads/business\\_model\\_canvas\\_poster.pdf](https://canvanizer.com/downloads/business_model_canvas_poster.pdf)

## PITCH DECK (REQUIRED OF FINALISTS IN ROUND 2)

A pitch deck is a set of slides that describes your business model and helps you “sell” the opportunity to investors or partners. Several resources are available online for helping you build your pitch deck – a few are included here. You may also find a template presentation on respective Pappajohn Center websites.

<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>

<http://www.forbes.com/sites/chancebarnett/2014/05/09/investor-pitch-deck-to-raise-money-for-startups/>

<http://www.marsdd.com/mars-library/how-to-create-a-pitch-deck-for-investors/>

## W-9 TAX DOCUMENT (REQUIRED OF FINALISTS IN ROUND 2)

<http://www.isupjcenter.org/wp-content/uploads/2020/03/Fillable-W9-Documents-2020.pdf>