



TULANE UNIVERSITY INNOVATION INSTITUTE

\$50K DEMO DAY COMPETITION

Eligibility & Rules for Participation

Tulane University Innovation Institute (TUII) is hosting the second annual \$50k Demo Day Pitch Competition during the Tulane Innovation Day on Wednesday, March 26th to showcase promising early-stage companies located in New Orleans, LA. Please read this document in its entirety to understand the eligibility requirements and rules for participation.

Key Dates

Applications Open	December 1 st , 2024 – January 12 th , 2025
Semi-Final Judging	January 13 th , 2024 – January 28 th , 2025
Finalists Announced	January 30 th , 2025
Group Pitch Coaching Session (Virtual)	February 10 th , 2025 – February 14 th , 2025
Individual Pitch Coaching Sessions (Virtual)	February 17 th , 2025 – March 19 th , 2025
Final Pitch Coaching Session (In-Person)	March 21 st , 2025 – March 24 th , 2025
Competition Pitch Decks Due	March 24 th , 2025
Technology Rehearsal	March 25 th , 2025
Demo Day Presentation	March 26 th , 2025

Prize Money

1st Place	\$25,000
2nd Place	\$15,000
3rd Place	\$10,000

**Prize money will be distributed to the business entity, in the event a business entity does not exist, prize money will be equally distributed between the team members.*

Eligibility

- Ventures (non-profit and for-profit) must be in the ideation, seed, startup, or early growth stages.
- Applicants must be:
 - Tulane faculty, staff, or students **or**
 - involved in TUII programming, such as Startup Team Mentoring, Open MIC Night, Provost's Proof of Concept, webinar series, or any programming through the Lepage Center or the Taylor Center.
- Applicant teams may hold a maximum of 5 team members and must identify a Team Leader.
- For companies that are incorporated, the Team Leader must own at least 51% of the company.

Eligible participants are expected to:

- Be the driving force behind the new venture,
- Play the primary role in developing the business plan,
- Have key management roles in the venture, and
- Own or plan to own significant equity in the venture.

The Team Leader should be or plan to be the CEO, COO, or play another C-level role. Eligible Participants do not need to have formed a company to participate, but judges would like to see that you are heading in that direction.

Limitations

- The winning top three finalists from the previous year's \$50K Demo Day Pitch Competition cannot compete again for the same venture.
- Applicants cannot participate on more than one team.
- The following types of ventures are ineligible for participation in this competition:
 - buy-outs,
 - expansions of existing companies,
 - real estate syndications,
 - tax shelters,
 - franchises, and

- licensing agreements for distribution in a different geographical area.
- Ventures with more than \$250,000 in revenues are excluded. Ventures that have raised more than \$250,000 in capital (defined below) are not eligible.
 - Capital includes:
 - Equity funding.
 - Debt financing.
 - Investment from friends, family, or angels.
 - Simple agreement for future equity.
 - Traditional loans.
 - Capital does NOT include:
 - Research grants.
 - Prize money from other competitions.

Application Requirements

Founders seeking a chance to compete on-stage for a chance to win prize money and to showcase their business to the Venture Summit audience will fill out a written application which will include:

- Company Name,
- Team Leader Contact Information,
- Short Business Description to be used in marketing collateral,
- Business Social Media and Website Information,
- Founder and Team Member Bios,
- Pitch Deck, and
- Recorded Video Pitch (5 minutes).

Pitch Deck Requirements

The pitch deck format must include:

- Title Slide
- Problem Statement
- Value Proposition
- Business Model
- Competition
- Team
- Accomplishments and Timeline
- Financial Projections

- Appendix (optional)

Advancing to the Final Competition

A panel of semi-final judges selected from [TUII's Green Wave Innovation Network \(GWIN\)](#) will review the pitch videos and score them based on a standardized rubric, focusing on the following elements:

- Unique Value Proposition
- Scalability of Business
- Team Expertise
- Pitch Quality
- Revenue Path

Semi-final feedback will be shared with all participants and used to follow up with companies and give them continued support or provide a guide for finalists to improve their pitch. The top 10 highest scoring teams will advance to the finals.

Finalists will compete live during the Tulane Innovation Day on March 26th, 2025. A panel of judges will score their pitches on the same criteria provided above.

Applicants can view the full rubric on the final page of this document.

Rules for Finalist Participation

Teams selected to advance to the final competition round must adhere to the following requirements:

- Undergo mentorship and pitch preparation in the form of:
 - Asynchronous mentoring; access 3 hours of on-demand video content covering:
 - Identifying Problems,
 - Solutions,
 - Quick Pitching,
 - Talking to Customers,
 - Revenue Modeling,
 - Branding,
 - Prototyping,
 - How To Pitch (Part 1) - Intro,
 - How To Pitch (Part 2) - Pieces of the Pitch & SideTour Teardown, and
 - How To Pitch (Part 3) - Pointers.
 - Synchronous pitch coaching; individual and group mentorship including:
 - Virtual group session with all competing teams (1 hour),
 - Virtual one-on-one coaching sessions (1 hour), and

- Pre-competition, in-person coaching session at TUII (30 minutes).
- Commit to participating in a technology rehearsal on March 25th, 2025 and pitching live in New Orleans on March 26th, 2025.

**NOTE - Finalists engaged in TUII's Startup Team Mentoring program should utilize the pitch coach provided for the Demo Day Competition – please do not engage your mentor group for pitch preparation related to this competition, but instead reserve your monthly meetings to focus on the business aspects of your startup.*

*** TUII reserves the right to change the competition rules as needed at any time.*

Category	No Evidence (0 pt)	Little or Flawed Evidence (1 pts)	Adequate, Meets Minimum Standard (2 pts)	Well Done, Few Minor Omissions (3 pts)	Well Done, Exceeds Standards (4 pts)
Unique Value Proposition	Value proposition is not unique or identical to existing businesses with no differentiation.	Limited differentiation from competitors, lacks originality or innovation.	Some unique elements, but generally similar to existing businesses.	Value proposition is distinct with unique features or solutions.	Highly innovative concept with clear, original approach that stands out.
Scalability of Business	No indication that the business can scale beyond the initial market or customer base.	Little or no scalability potential. Venture lacks a clear path for growth, or faces significant challenges in expanding beyond the current stage.	Limited scalability. Some growth potential identified, but significant barriers or unclear plans for replicating the model or expanding the customer base.	Showcases some scalability potential. Venture has identified possible growth strategies, but the pathway may not be fully developed or detailed. Barriers to growth have been identified, but no clear plan to address them in place.	Strong potential for scalability. Venture shows a clear path to growth, with evidence of market demand, replicability, and potential for expansion. Barriers to growth have been identified and they have proposed solutions to address these barriers.
Team Expertise	Team lacks relevant experience or knowledge to effectively lead the business.	Team lacks essential industry and business expertise for their venture.	Team possesses either industry or business expertise, but lacks both.	Team has some industry and business expertise, but will need to add key members to strengthen their capabilities.	Team is fully formed with both industry and business expertise, including a C-suite leadership.
Pitch Quality	Pitch is unclear, disorganized, or fails to communicate key aspects of the business.	Pitch has major clarity issues or lacks important information necessary for understanding.	Pitch is generally clear, covering most key points but may have some areas of confusion.	Pitch is clear, well-organized, and covers essential elements with only minor gaps.	Pitch is exceptionally clear, compelling, and professionally delivered, effectively communicating value and potential.
Revenue Path	No clear or feasible path to generating revenue.	Revenue model is unclear, flawed, or relies on unsupported assumptions.	Basic path to revenue, but with some uncertainties or in need of refinement.	Clear, well-thought-out, and feasible path to revenue with only minor improvements needed.	Robust, clear, and highly feasible revenue model with strong projections and supporting data.