

2020 Arkansas Governor's Cup Oral Presentations – March 19-20 – Little Rock

(Updated 3/4/20)

Undergraduate Division Semifinals, Undergraduate, Graduate, and Innovation Division Finals

Logistics:

Date and Location: Thursday, March 19 and Friday, March 21, Little Rock Regional Chamber; 200 E. Markham St.

Team Hotel: [Courtyard by Marriott Little Rock Downtown; 521 President Clinton Ave.; Little Rock](#). The Courtyard is just under three blocks east of the chamber. Markham St. changes to President Clinton Ave. in the block east of the chamber, which is the entrance in to the River Market District. Hotel room confirmation numbers will be forwarded to teams as soon as they are received.

Parking and Restaurants: [Click this link for a map of parking and restaurants](#) near the chamber and the team hotel. For a locator, the chamber is just east of the Main Street bridge where it intersects with Scott Street. The H.U. Lee International Gate and Garden is across Main Street from the chamber.

Team Reception: All undergraduate teams are required to attend the team reception Thursday, March 19, at [The Venture Center; 417 Main St.; Little Rock](#), from 5:30 p.m. – 6:30 p.m. The six undergraduate finalists will be announced at this reception. The Venture Center is on the fourth floor of the [Little Rock Technology Park](#). The Venture Center is about four blocks south of the chamber, next to KATV at 4th and Main Sts. Heavy hors d'oeuvres and nonalcoholic drinks will be provided.

Check in: All teams must check in with Arkansas Capital upon arrival at the chamber. Please enter the chamber via the main entrance at Markham and Scott Sts. All other doors will be locked. The check-in table will be on the first floor, past the chamber's reception desk over to the east side of the lobby.

Team Preparation:

Revised Business Plans: Following the announcement of the semi-finalists and finalists, Arkansas Capital will email judges' feedback to team leaders and advisors for all teams that entered the competition.

Advancing teams have the opportunity to update their business plans for orals. Revised plans are to be uploaded into the team's YouNoodle Account by 11:59 p.m. Sunday, March 8.

Plans must be uploaded in PDF. The document name is to be the same as the team name in the team's YouNoodle account.

Presentation Content and Judging Rubric: Reminder – non-student team members cannot take part in any team presentation (Governor's Cup Rule 8).

The team's presentation should be prepared and presented in the following manner:

- **Begin the presentation** with a brief opening statement that includes an introduction of the members, a description of their venture's product or service, the pain point it addresses in the

marketplace, and a summary of the company's goals for the next three years. ("Executive Summary" in business plan requirements)

- **Value (1-15 Points)** – The problem and solution statement is clear – the team has identified the unmet need in the marketplace. The team then makes a strong case that their venture addresses the problem, has a distinct competitive advantage, a unique value for customers, and can be sustainable. ("Problem, Solution, Competitive Environment" in business plan requirements)
- **Validation (1-20 Points)** – The team explains the assumptions that led them to believe there will be market acceptance for their product or service and that it would be profitable. The team gives strong evidence that they tested those assumptions with customers through discovery and validation processes. They discuss the milestones achieved during this process to validate market acceptance and profitability. Team members also point out lessons learned, comparing their initial assumptions to what they actually discovered during this validation process. They also identify major internal and external risks they've discovered that could threaten the venture and the contingencies they've devised to address them. ("Customers and Validation of Business Idea and Venture" and "Critical Risks" in business plan requirements)
- **Go to Market Strategies and Revenue (1-20 Points)** – The team explains the research and development, personnel, key partners (including team members who are not students, if applicable), production, marketing and distribution channels, sales, and other key strategies that need to be implemented. The team also states the anticipated sources and streams of revenue and how they expect to generate enough revenue and profit for a sustainable and scalable venture. ("Go to Market Strategies" and "Revenue" in business plan requirements)
- **Management Team (1-15 Points)** – The venture is led by the student team members. The students tell which executive management ("C-Suite") positions they hold in the company and why. The team explains why they are the right team to execute the venture. ("Management Team" in business plan requirements)
- **Funds Required and ProForma Financials (1-15 Points)** – The team states the amount/s and type/s of capital needed for the business, when it is needed, and how it will be used. The team also present and explain their income statement, balance sheet, and cash flow statement; each will have monthly projections for the first year and annual projections for years two and three. ("Funds Required" and "Pro-Forma Financials" in business plan requirements)
- **NEW – For Oral Presentations Only (this is not required in the written business plan):**
 - **Offering and Exit Strategy (1-5 Points)** – Clearly articulates the proposal/terms to investors; identifies what is being sought from investors; states how much equity will be given up in return for investment capital; presents a realistic assessment of ROI potential; presents an appropriate deal structure and possible exit scenarios.
- A final scoring criteria will be **Quality of Presentation (1-10 Points)** – The team conveys a passion for their venture and is persuasive in convincing the judges their product or service will solve a real problem in the marketplace. Information presented both verbally and visually is organized, realistic, and is also congruent with what is stated in business plan and in other parts of the presentation.

Judges will be provided scoresheets with this rubric for use as reference during deliberations. One judge in each group will serve as timekeeper and rules manager.

Following the last presentation on days 1 and 2, judge will deliberate and come to a consensus in selecting the winning teams. (Undergraduate Division semifinals judges in both tracks will deliberate and come to a consensus in selecting three teams to advance to the finals on day 2 – six teams total.)

Innovation Division Presentations: Team presentations here will be the same as their presentations in the undergraduate and graduate divisions. Teams should be prepared to answer specific questions from judges as to why the product or service:

- Improves or replaces business processes to increase efficiency and productivity, or enables the business to extend the range or quality of existing products and/or services;
- Develops entirely new and improved products and services – often to meet rapidly changing customer or consumer demands or needs; and/or
- Adds value to existing products, services, or markets to differentiate the business from its competitors and increase the perceived value to customers / target markets.

Presentation Audio / Visual Aids, Internet:

- All presentation rooms will have a screen and a LCD projector.
- Presentation slides must be produced in PowerPoint. Teams may choose to convert these slides to PDF.
- There is no limit to the number of slides.
- Teams may use their own laptops for their presentations. Mac Laptop users must bring a converter.
- The Little Rock Chamber is wireless internet. The password will be in presentation rooms.
- ***Neither Arkansas Capital nor the Little Rock Regional Chamber will guarantee Wi-Fi quality, speed of service, and connectivity.***
- Back up PowerPoints will be available only if teams send them to Arkansas Capital by 5:00 p.m. Tuesday, March 17.
- Teams may revise their PowerPoints at any time up to their presentation.
- ***Neither Arkansas Capital nor the Little Rock Regional Chamber will guarantee that video, sound clips, fonts., etc. in PowerPoints will work and/or display at full capacity.***

Presentation Schedule:

Thursday, March 19: Only the undergraduate division semifinalists are presenting March 19. There will be two tracks of six teams each. Three will present in the morning and three will present in the afternoon. Presentations begin at 8:45 a.m. and will conclude at 3:05 p.m. There are 10-minute breaks between presentations and there is a break for lunch from 11:20 a.m. – 12:20 p.m.

[Please click here for March 19 team presentation time and room assignments.](#) This schedule will be updated to include judges.

Friday, March 20: Undergraduate, Graduate, and Innovation Division finals will be held. Undergraduate and Innovation Division presentations will be on the same schedule as March 19. Graduate Division presentations will begin at 9:40 a.m. and conclude at 3:05 p.m.

[Please click here for March 20 team presentation time and room assignments.](#) This schedule will be updated to include judges.

Presentation Time Breakdown – All Divisions:

Total Presentation Time: 45 minutes

Breakdown:

5 minutes	Setup
20 minutes	Team Presentation
15 minutes	Questions & Answers with Judges
5 minutes	Breakdown / Exit Room

General Presentation Rules:

Please review the Governor's Cup Competition Rules at argovernorscup.org, "Rules".

- Presentations may begin when teams have completed their setup.
- **When presentations begin, doors to the presentation room will be closed and no one will be allowed to enter the room until after the team exits the room after the presentation.** Teams who are expecting guests to watch their presentations should advise them to arrive 10 minutes before the presentation begins.
- If a team finishes early, the next presentation will begin according to the schedule, not sooner.
- Teams are welcome and encouraged to watch other team presentations. **However, teams are prohibited from observing teams competing in their same division or track until after they have presented.**

Examples:

- Thursday Track A teams may observe teams in Track B at any time, but they cannot watch fellow teams in Track A until after their presentation.
- Undergraduate finalists on Friday may watch teams at any time in the Graduate Division, but may not watch fellow teams in the Undergraduate Division after their presentation.
- Innovation Division finalists cannot observe any other Innovation Division Teams until after their presentation in Innovation.
- Oral presentations will not be recorded. Teams may bring their own equipment to record presentations.
- Once a team begins its presentation, no one is allowed to enter or leave the room until the end of the presentation.
- Team members cannot bring food or beverages into the rooms during their presentation.
- Teams may bring product samples or prototypes for their presentations. Promotional items or giveaways for judges are prohibited. Paper materials for the judges are allowed, but not required.

- Any guest in the presentation room who engages in communication with a presenting team or the judges at any time during its oral presentation, such as (but not limited to) head movements, hand gestures, signaling, or questioning, will be asked to leave the room and the team will be disqualified from the competition.

Disclosure:

All oral presentations are open to the public.

Any data or information discussed or divulged in public sessions by competitors should be considered information that will likely enter the public realm (including print or broadcast through media, including the Internet), and competitors should not assume any right of confidentiality in any data or information discussed, divulged, or presented.

Neither Arkansas Capital Corporation nor their designated organizations, nor judges, nor sponsors, assume any duty to screen or otherwise control the identity of those attending, viewing, or hearing all or part of the presentations.

By entering the competition, team members and universities agree that Arkansas Capital Corporation may broadcast, record, photograph, or otherwise duplicate the presentations made during any phase of the Governor's Cup competition (Governor's Cup Rule 2).

Teams are solely responsible for protection of intellectual property rights, such as patents, trademarks, copyrights, etc., for their concepts (Governor's Cup Rule 30).

By entering the Governor's Cup, teams understand their idea has been publicly disclosed. ACC will not ask judges, reviewers, sponsors, staff, audience members, or any other individuals involved with the Governor's Cup to sign non-disclosure or confidentiality statements (Governor's Cup Rule 31).

Teams agree that neither ACC and its affiliates, nor members of the judging panels, nor sponsors and their designated organizations, assume any liability for any disclosures of any information related to their submissions; which may be made, whether inadvertently or otherwise, by any judge, reviewer, staff member, audience member, or other individual connected with, participating in, viewing, hearing, or receiving information during the course of the competition (Governor's Cup Rule 32).

Oral presentations are open to the public. Teams agree to allow Arkansas Capital Corporation, its affiliates, and other designated organizations the unlimited right to videotape, photograph, audiotape, transcribe, or otherwise record all public sessions of the competition; including, but not limited to, oral presentations and question-and-answer sessions (Governor's Cup Rule 33).

Competitors also agree that Arkansas Capital Corporation, its affiliates, and other designated organizations may use videos, photos, transcripts, and/or recording(s) (in whole or part) for publicity and marketing purposes as their organizations may see fit, including those which may result in remuneration.

Team Interviews:

All semifinalist and finalist teams are to come to the Ed Drilling Regional Conference Room on the second floor of the chamber to be interviewed about the experience and impact of the Governor's Cup, as a team and as individuals. Teams may come any time between 8:30 a.m. and 4:30 p.m. on Thursday and Friday.

These interviews will be edited into a video to be shown during the Governor's Cup Awards Luncheon Thursday, April 9.

Tax Forms, Cash Stipends and Winner Cash Awards, Media Releases:

Media Releases: All team members AND advisors are required to complete and submit a Media Release to Arkansas Capital by 5:00 p.m. Tuesday, March 17.

[Click here to download the 2020 Media Release Form.](#)

Completed releases may be returned by fax to Marie Bruno at Arkansas Capital Corporation, 501-374-9425; or by scan/email to Marie at mbruno@arcapital.com. **Camera photos of media releases will not be accepted.**

Tax Forms: As part of the \$154,000 cash prize pool, teams advancing to the undergraduate semifinals and the graduate finals receive a \$1,000 cash stipend. (This award does not apply to Innovation Division finalists.)

Cash awards are taxable. **Therefore, all team members AND advisors must complete either a W9 or a W8BEN tax form and return it to Arkansas Capital by 5:00 p.m. Tuesday, March 17.**

[Click here to download a W9.](#)

[Click here to download a W8BEN.](#)

Completed tax forms – Page one only, please – may be returned by fax to Marie Bruno at Arkansas Capital Corporation, 501-374-9425; or by scan/email to Marie at mbruno@arcapital.com. **Camera photos of tax forms will not be accepted.**

1099 Miscellaneous Income tax forms will be processed for team members whose stipends and winnings equal \$600.00 or more. These 1099s will be mailed in January 2021 to the address on the team member's W9 form in January 2021.

The \$1,000 stipend will be equally distributed among team members according to the roster in the team's YouNoodle account. Checks will be processed for each team member and then given to the advisor when teams check in for orals, and after Arkansas Capital verifies all team members are present and that completed media releases and tax forms have been received for each advisor and team member.

Social Media:

Tell everyone you're here! @argovscup on Twitter and Facebook

Bring Your Resumes:

The Governor's Cup is an excellent opportunity to get to know other team from across Arkansas and network with judges. Take advantage of it! Feel free to bring copies of your resumes to share with judges, especially if you'll soon be hitting the job market.

Thank you to Major Governor's Cup Sponsors:



2020 Awards Luncheon – Finalist Elevator Pitches:

The winners of the Governor's Cup will be known at the end of the day March 20. They will be announced at the 20th annual Arkansas Governor's Cup Awards Luncheon Thursday, April 9, at the Statehouse Convention Center / Wally Allen Ballroom, in Little Rock. (The Wally Allen Ballroom is just west of the H.U. Lee International Gate and Garden, just across the street from the Little Rock Regional Chamber.)

The six undergraduate and six graduate finalists will be making live, :90 elevator pitches during the luncheon. The winner of each division will win \$2,000 in cash for their team.

All finalist teams will be provided seats at the luncheon.

Arkansas Capital will coordinate logistics with finalist teams following oral presentations.

Questions / Assistance:

Please contact Marie Bruno at Arkansas Capital – mbruno@arcapital.com. Office phone: 501-374-9247. Cell phone: 501-416-1592.