



Do you have an award-winning idea?
Then this contest is for you!

- What:** BIG IDEA CONTEST
Who: Open to all UNO students, from undergraduate to post-doc
When: Submission deadline is April 2. Finalist presentations, April 21
Where: Application forms available at www.unoceo.org
How: Email completed form to UNOBIGidea@unomaha.edu

The **Big Idea Contest** is a college-wide competition to promote innovation and entrepreneurship among the students, staff and faculty of the University of Nebraska at Omaha. The contest will recognize and reward students that submit ideas for new products or services that display the greatest potential to improve lives and succeed in the marketplace. Each submitted idea will be evaluated based on its technical feasibility, market potential and social impact.

Grand Prize up to \$2,500!

Six contest finalists will each receive a **\$50** cash award. On April 21, the finalists will be given an opportunity to pitch their product idea to a panel of judges for grand prizes of **\$500, \$250 and \$100**. Winners who also submit a formal business plan may also receive up to an **additional \$2,000** depending on merit and use of funds.

For those who request it, the Center for Innovation, Entrepreneurship & Franchising will assist you with developing your idea, crafting your pitch, and planning your future.

Questions? Email UNOBIGidea@unomaha.edu or call 402-554-2706.

Sponsored by the Center for Innovation, Entrepreneurship & Franchising, UNO's CEO club, and their generous supporters.



2010 Big Idea Contest The Competition

ROUND 1 – Idea Submittal

Students fill out and submit the online PDF application form as an email attachment. We want to know what your idea is, how you think it could be turned into reality, and why you think this is such a good idea (what benefit it will bring to the community). We don't just want to reward a good idea. Furthermore, we also want to see your idea happen. To help you with this process, the Center for Innovation, Entrepreneurship & Franchising will provide finalists with guidance to help bring the idea to the marketplace. Do you have lots of ideas? Students can submit more than one idea/application. However, only one idea per student can move on to the final round.

Each idea will be evaluated based on three metrics:

1. Technical feasibility (can it be done or built)
2. Market potential (can it be produced and sold for a reasonable profit)
3. Social impact (how will it improve lives)

Some suggested categories of ideas include:

- Products or services that improve society
- Products or services that improve healthcare
- Products or services that improve the environment

Application forms will be accepted until 5pm on April 2, 2010.

ROUND 2 – Idea Pitch

Based on the submitted application forms, up to six ideas will be selected as contest finalists. Each finalist will be notified and invited to pitch their product idea to a panel of judges on April 21, 2010. Finalists will be given three minutes to pitch their idea to the panel of judges or six minutes if they also submit a formal business plan. Visual aids, props or handouts can be used to add impact to your presentation. However, no technology support will be provided (e.g. no Powerpoint presentations). Pitches will each be followed by a three-minute Question & Answer session with the judges. Finalists will each be scored on three metrics:

1. Originality and creativity of the idea
2. Viability of the idea (both technical and business)
3. Ability to thoroughly answer judges' questions

The results of round two will produce First (\$500), Second (\$250), and Third (\$100) place winners. If a winning finalist also submits a business plan, up to an additional \$2,000 may be awarded based on merit and fund use at the discretion of the judges.