



BAROWSKY
SCHOOL of BUSINESS

Françoise O. Lepage
Center for Global Innovation

Welcome to the 2022 Lepage Business Idea Competition!

About the Lepage Business Idea Competition: The annual competition, in partnership with the Small Business Development Center, is for Dominican University of California students and alumni. Participants pitch their innovative business ideas for products, services, or solutions to social issues to a panel of judges who evaluate their business models and provide constructive feedback. Pitches are judged on the merits of the problem, solution, target market and size, revenue model (including unit economics), competitor analysis, and go-to market strategy. The competition is an opportunity for participants to be creative and learn about launching a new venture, as well as network with potential mentors and investors.

Lepage Business Idea Competition Goals:

1. Encourage students and alumni to apply their innovative ideas and the theories learned in the classroom to real business.
2. Support participants in turning good ideas into real businesses.
3. Create an environment to bring out innovative ideas within the Dominican community.
4. Positively impact local and global economies.

The Process:

1. APPLICATION SUBMISSION ROUND THURSDAY, APRIL 7

Online submissions are due by 11:59 pm. Submissions will be reviewed by business advisors and faculty. Apply here: <https://forms.gle/qmUDjuwvJFd4kKCz9>

2. FINALISTS SELECTED MONDAY, APRIL 11

Finalists will be notified. An online workshop will be held to provide basic presentation coaching for the pitch. Finalists will also be assigned a mentor to help them improve their pitches.

3. BUSINESS IDEA PITCH WEDNESDAY, APRIL 27

Finalists will have approximately five minutes to present their business ideas in front of a live audience. The business ideas will be judged by a panel of experienced entrepreneurs, innovators, and business advisors.

VISIT THE LEPAGE CENTER WEBSITE FOR MORE

<https://www.dominican.edu/node/79/francoise-o-lepage-center-global-innovation>

Guidelines:

The 2022 Lepage Business Idea Competition will be held virtually on Wednesday, April 27 from 7:00 – 9:00 pm.

Dominican students and alumni from all disciplines are encouraged to participate.

April 7, 2022 at 11:59 pm is the deadline for submission!

An idea may be submitted by an individual or a team consisting of multiple people.

Students are encouraged to use entrepreneurial skills to develop an innovative idea for a business. The idea should offer a solution to a problem or satisfy a want or need.

All entries must be early-stage ideas, and not developed businesses.

Idea Submission:

Use the application to clearly and concisely address the following:

1. Name of Company
2. Summary of Business Idea
3. Current Status of the Business Idea
4. Problem
5. Product/Solution
6. Revenue Model
7. Size of Potential Market
8. Customer Segments
9. Competitors
10. Competitive Advantage
11. Team Members

Note: Applicants may upload a pitch deck in the application form to address these.

Apply Here: <https://forms.gle/qmUDjuwvJFd4kKCz9>

Business Idea Pitch:

Each team in the final round will have approximately five minutes to pitch their business idea. This will be followed by brief Q & A with the judges. Pitches will be judged on the merits of the problem, solution, target market and size, revenue model (including unit economics), competitor analysis, and go-to market strategy. Thus your PowerPoint slides and pitch should clearly explain the following areas:

1. Who you are (name and company).
2. The problem that you are solving in simple terms. Who are your customers, their needs, and how your solution solves their problem?
3. Why your solution is different and superior to other solutions.
4. Explain your revenue model, i.e. how your company will make money.
5. Market size potential and how you will capture the market.
6. Management team and relevant background.
7. The resources that you seek to go to market in addition to capital, such as introduction to customers, partners, distribution channels, co-founder, advisers and similar.

Confidentiality: Finalist business idea pitches will be a live public event. The event may be recorded and the winning pitches may be shared with other members of the Dominican community. Protection of sensitive materials is the sole responsibility of the participants. Mentors, judges, and faculty/staff will not sign Non-Disclosure Agreements.

We also ask that you do not include or mention anything about funding requirements.

For more information contact Dr. Jacob Massoud at jacob.massoud@dominican.edu.