

The Launch Guidelines

The Launch is a competition organized by the Stovall Center for Entrepreneurship in partnership with Fenimore and Fisher College of Business. The competition focuses on supporting aspiring entrepreneurs to turn their business ideas into reality. It is a four-month process that begins with a preparation phase followed by two rounds of judging.

Every team that signs up for **The Launch** is responsible for finding their mentor, several free workshops will be available. There is no charge for teams to participate in the competition. However, the following requirements must be met for teams to pitch to a panel of investors and judges.

Failing to meet any requirement listed below will result in the disqualification of the team from the competition.

Requirements

Nature of Venture

- a. The competition is open to every industry/sector contingent on its compliance with the ORU Honor Code. Examples of businesses that do not adhere to the code: those that produce, use, or sell alcohol, tobacco, drugs, drug paraphernalia, or other illicit materials/substances. The Stovall Center for Entrepreneurship has the final decision on which startups will be officially part of The Launch competition and reserves the right to include or exclude any teams for any reason
- b. Ventures must be new, independent, and in the early stages of development: seed or startup. They must be seeking seed funding to help start their business.
- c. Businesses that do not qualify include the following: profitable business (even if in initial stages), buy-outs of existing companies, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations.
- d. Startups may have raised ANY level of equity funding.
 - i. Ventures may have been awarded other grants, prizes from competition winnings, traditional loans, and any friends and family funding. Each team is required to report any funding they received due to the mentoring and/or competition

Team Formation:

- a. Teams must be composed of 1-5 ORU students.
- b. Teams are not required to have a multidisciplinary team, but it is highly encouraged.
- c. As teams go through the competition process, team members may be added or substituted.
- d. Teams that make it past the first round of the competition are encouraged to apply to other Pitch Competitions and the SC4E incubator.

Mentor Sessions:

- a. All teams will be required to meet at least once with a mentor.
- b. Prior to meeting with the mentor, teams must prepare at least three questions for the mentorship sessions.
- c. The Stovall Center will facilitate the guidance and connections for the teams and will conduct periodic evaluations.

SC4E Workshops and meet-up with Jim Stovall

- a. Attendance at workshops and meet-up is required by at least one team member.
- b. You can find the schedule for the workshops and meet-ups under **The Launch Calendar** at oru.edu/launchdetails.
 - i. To receive information about the workshops available, follow us on Instagram [@orustovallcenter](https://www.instagram.com/orustovallcenter).

Media materials collected during meetups, workshops, including elevator pitches may be used in print, web, and other media formats.

Applications and Submissions

Initial Team Application:

- a. The deadline to submit the initial online team application can be found in **The Launch calendar** under competition details at oru.edu/launchdetails.
 - i. Teams must provide information about team members, briefly describe their business idea, and each team member must electronically sign the application.
 - ii. As teams go through the competition process, the business idea may be refined or changed.

Business Overview Submission:

- a. Teams must produce and submit the following to qualify for the round of pitches:
 - i. **Completed Business Overview**
 - ii. **Sign-off Form:** teams must submit their sign-off form filled out by their mentor and the SC4E staff, confirming your team has met all the requirements to proceed to the rounds of pitches.

Intellectual Property

An ORU student who enrolls in or enters an ORU entrepreneurship, innovation, acceleration, incubation, and/or startup class, competition, or program is deemed not to have Substantial Use of ORU resources and thereby retains all ownership rights in the Intellectual Property created in such endeavors, provided however, if compensation or other remuneration is provided by ORU to the student arising out or relating to these activities then the Intellectual Property remains the sole property of ORU.

The LAUNCH does not require to have a license to the business intellectual property (IP) or for this process to be completed prior to entering in the competition. However, teams are encouraged to research the viability of obtaining an exclusive license to the IP, as well as to research the potential costs. The owner of the IP should be notified that the team is using their IP to compete.

Rounds of Pitches

The competition is formed by two official rounds of pitches.

a. First Round:

- i. All teams are required to sign-up for a Shred Session with the SC4E staff to receive feedback on the presentation before pitching on the first round.
- ii. Teams that compete in the first round of pitches will present to a panel of judges. Judges will select the top teams to advance to the final round.

b. Final Round:

- i. All teams are required to sign-up for a Shred Session with the SC4E staff to receive feedback on the presentation before pitching in the final round.
- ii. Teams competing in the final round will attend a set of workshops to sharpen and refine presentations.
 - i. Judges will select the top three competing teams, awarding them the cash prizes. Investors will be invited to this round but are not required to attend.

NOTE: All team presenters must be in Tulsa for each round of pitches

Judging

- a. The panel will be formed by entrepreneurs, executives, faculty, and ORU alumni who will be selected as judges for the competition.
- b. Each round of the competition will be formed by a different set of judges.

- c. The judging panel and the SC4E have the final decision on which startups move forward in The Launch and reserves the right to include or exclude any teams for any reasons.
- d. The scorecard utilized by the panel is available at the Launch website.

Calendar & Updates

- a. Find all the information about the competition at oru.edu/launchdetails
- b. Review important dates in The Launch calendar found at oru.edu/launchdetails
- c. Important information concerning the competition will be sent via e-mail based on the information provided in the initial application.
- d. Follow us on **Instagram (@orustovallcenter)** to receive updates about the competition, events, meet-ups, etc.
- e. In case you need to contact our office, use the contact information below:
sc4e@oru.edu
918.495.7493

Additional resources

The Love's Entrepreneur's Cup is a statewide collegiate business plan competition that simulates the real-world process. The Love's Cup awards extra points to teams formed of majors in more than one college in the university. For more information visit i2e.org/loves-cup
Teams that compete in the Love's Cup qualify to apply for e3, a program led by the i2E incubator that will help further develop your business and may result in additional investment.

Please sign below to confirm you understand that in order to participate in the competition that will take place during Fall 2023, you must fulfill the criteria below:

- At least one team member must participate in every workshop.
- At least one team member must attend all meet-ups with Jim Stovall.
- Each team will have to prepare for the mentoring sessions and submit the Milestone sign-off form to participate in any of the Pitches
- The team has read The Launch Guidelines and is in agreement with the guidelines.
- Every team member signed the Authorization & Release to Videotape & Distribute Interviews, presentations and/or performances.

Print Name and Address

Signature

Date