

Roo Idea Jump Information for Students Spring 2018

The Roo Idea Jump is an idea pitch competition for UMKC students. \$3,000 in prizes will be awarded to the top teams presenting innovative ideas for new ventures.

Assignment Overview:

1. Submit your 2-minute video pitch via Blackboard by 11:59pm on Sunday, April 15, 2018 (see instructions below)
2. A panel of reviewers will select the top 5 ideas based on the criteria below
3. The top 5 ideas will present a live 5-minute pitch at the Roo Idea Jump Competition on Wednesday, May 2, 2018 at 5:00pm
4. A panel of judges will determine the prize winners
5. Dates and Deadlines:
 - April 15, 2018 by 11:59pm – Submission deadline
 - April 23, 2018 – Top 5 finalists selected and announced via email
 - May 2, 2018 – Roo Idea Jump finalist presentations

Pitch Content

Your pitch should address the following questions:

1. What is your product/service/experience?
2. What problem does it solve?
3. Who is your customer and how do you reach them?
4. How does your experience and knowledge, skills and abilities support your idea?
5. Who are you competitors and how are you better than them?
6. How is the venture financially sustainable?

Detailed Criteria

The detailed criteria below are intended to help you answer the questions required in your video submission and in the finals round of the Roo Idea Jump competition. Reviewers and judges will use these criteria to select finalists and competition winners.

1. It is clear what product, service, or experience is being offered
 - a. The prototype is compelling or the plan to develop a prototype is reasonable (examples below)
 - i. App Wireframe
 - ii. Website or landing page
 - iii. 3-D printed model
2. Customers are clearly defined and reachable
 - a. Customer segments are identified
 - b. Market size is consistent with plans for sustainability
 - c. Channels to reach customers align with customer needs and demands
3. The offering solves a real problem in a significant way and is distinctive
 - a. Value proposition addresses customer pains and gains associated with offering
 - b. Value proposition is succinctly stated in way people can understand and support it
4. The founder(s) possess the knowledge, skills, abilities, and relevant experience to make the offering
 - a. Enough is known about the team to make an assessment
 - b. The team possesses the technical ability to make the offering
5. There are few competitors or there is a clear point of differentiation from competitors
 - a. The capabilities the organization possesses are difficult to imitate or replicate

- b. Point of distinction is recognizable to the customer and is superior to other substitutes and alternatives
- 6. The revenue model and cost structure are consistent with financial goals
 - a. The team has done due diligence to understand costs associated with delivering the offering
 - b. Pricing and revenue model create enough income to cover costs and sustain the venture

Video Pitch Submission Guidelines

- Your pitch should be no longer than 2 minutes
- You can record your video using Panopto (instructions below) or upload a video you recorded using other software
- Do not use any slides or graphics in your pitch – it should be only your team or representatives of your team in your video
- The file name for your video should follow the following naming convention:
 - **Team Name _ Instructor's Name _ Course Number**
 - Example: **Pretty Good Bakery Co._Heise_ENT315**

How to Submit Your 2-minute Video Pitch

1. Log in to Blackboard with your SSO and password. Once logged in, on bottom left “Organization Search” toolbox, search “Roo Idea Jump” and select “Enroll” to join this organization.
2. Click Video Submission on left menu options
3. In the submission screen, click green create button.
4. If you already have Panopto, click “Open Panopto”, or else “Download Panopto” on your computer and follow the installation process. Then sign in with SSO and password again to Panopto.
5. Test the video and audio, and in Folder, pick “Roo Idea Jump Submission” and name the session “**Team Name (underscore) Instructor's Name (underscore) Course Number**”. Then hit red record button on the left to start your 2 minute presentation. Hit red square button to end recording.
6. After you have completed the recording, once again check the file name and folder, and press blue upload button.
7. Verify that upload process has been complete.
8. Verify on Blackboard that your video shows in the “Roo Idea Jump Submission” Folder. You are done!

Questions: Send an e-mail to entrepreneurship@umkc.edu with the subject **[ROOJUMP]**

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