Over $60,000 in prize money and scholarships for undergraduate women entrepreneurs to showcase their real-world business plans.

**APRIL 6 2018**

2:30-6:00 PM

INDOOR TRACK & TENNIS FACILITY
SMITH COLLEGE, NORTHAMPTON, MA

**DEADLINE TO SUBMIT APPLICATIONS**

**Friday, March 2, 2018**

by 11:59pm

WWW.SMITH.EDU/DRAPER
The annual Draper Competition for Collegiate Women Entrepreneurs is hosted and organized by the Jill Ker Conway Innovation & Entrepreneurship Center at Smith College.

The Draper Competition is designed to give undergraduate women an experience that will help them hone their business plans and elevator pitches. Judges will evaluate teams as real-world entrepreneurs soliciting start-up funds from early stage investors and venture capital firms.

The goal of the Draper Competition is to provide the best educational experience of any undergraduate business competition.

ROUND 1: WRITTEN APPLICATION
Team leaders must complete the online application (available January), upload a 2-page Executive Summary (PDF), and upload a completed Business Model Canvas (PDF) by the application deadline.

ROUND 2: DEMO DAY
Up to 60 teams are invited to Smith College on Competition Day to showcase their ventures to a distinguished panel of judges during a Trade Show Expo. Semi-Finalist teams are awarded $200.

ROUND 3: PITCH TO INVESTORS
Finalists have 90-seconds to pitch their venture to the competition judges. Finalist teams are awarded $500.
- 1st Prize: $10,000 & Draper University scholarship
- 2nd Prize: up to $7,500 & Draper University scholarship
- 3rd Prize: up to $5,000 & Draper University scholarship
- Fan Favorite: $1,000
- Best App: $1,000

KEY DATES
FRIDAY, MARCH 2, 2018
APPLICATION DEADLINE
Team Leaders must complete the online application, upload a 2-page executive summary (PDF), and upload a completed Business Model Canvas (PDF) by 11:59pm EST.

FRIDAY, MARCH 9, 2018
NOTIFICATION
Team Leaders will be notified of their status in Competition. Teams moving on to Round 2 will be provided with feedback on their Executive Summary.

MONDAY, MARCH 19, 2018
PARTICIPATION CONFIRMATION
Team Leaders invited to Round 2: Trade Show Expo must confirm intent to participate and submit a revised Executive Summary (optional) by 4:00pm EST.

FRIDAY, APRIL 6, 2018
COMPETITION DAY
Semi-finalist teams should plan to be at Smith from Noon – 7:00pm. Teams must arrive and set-up Trade Show Expo booths by 1:00pm EST.

- Real-world opportunities to learn what’s required to successfully launch a new business
- Feedback from investors and experienced entrepreneurs
- An opportunity to network with high caliber judges who are all senior level investors, entrepreneurs and industry leaders
- $60,000+ in prize money with all Semi-Finalist teams winning at least one cash award
- Scholarships to Draper University of Heroes in San Mateo, CA
ELIGIBILITY

VENTURES
❖ The competition is for new, independent ventures in the seed, start-up, or early growth stages.
❖ An existing business is eligible only if as of 11:59 p.m. on December 31, 2017 it has been awarded less than $25,000 in prize money, has received less than $25,000 in funding and has earned less than $100,000 in gross revenue.
❖ Ventures need to have a sustainable revenue model. Traditional non-profits ventures, where fundraising is the only or main source of revenue, are not eligible for participation.

TEAM LEADERS
❖ The Team Leader must be a currently matriculating female undergraduate in good standing during the 2017-2018 academic year from any accredited, not-for-profit college or university in the United States.
❖ The Team Leader must have played a significant role in conceiving the venture.
❖ Only Team Leaders may interact with the Competition Judges during the Trade Show Expo and deliver the 90-second pitch.

TEAM MEMBERS
❖ Open to any undergraduate student in good standing during the 2017-2018 academic year from any accredited, not-for-profit college or university in the United States.
❖ Graduate and non-degree seeking students may be part of the venture’s management team but are not eligible to be team members. As such, they may not participate in any competition activities or receive any prizes awarded to the team.
❖ No employee of any college or university, whether student or otherwise, may be part of a team.

TEAM SIZE
❖ There are no restrictions on the size of a team.
❖ A solo venture submitted by an eligible team member who is also eligible to serve as a Team Leader constitutes a team.

FACULTY SPONSOR
❖ Each team must provide contact information for a faculty adviser at their school.
❖ Faculty advisers are welcomed but not required to be present at Smith College on Competition Day.

DISCLAIMERS
❖ The Competition Organizers reserve the right to disqualify any entry/team at any time that, in their judgment, violates the letter or spirit of the Competition.
❖ Smith College and the Competition Organizers assume no responsibility to ensure the confidentiality of any information disclosed by teams before, during, or after the competition.
❖ Applications submitted to the competition are considered public. The documents may be shared with judges, advisors, future students, posted on websites, used for marketing purposes, etc. Participating teams should therefore ensure that their documentation does not contain secret or proprietary information.
❖ Participants agree to be photographed and recorded and allow Smith College free use of these images as well as a summary description of all executive summaries.
❖ All decisions regarding the competition rules, procedures, and processes are at the sole discretion of the Competition organizers.
❖ The selection of the teams to compete on Competition Day and the selection of the winners are at the sole discretion of the Judges and the Competition Organizers.

DISQUALIFICATION
❖ Any team deemed to be using undergraduate students from Smith College or a participating college or university primarily as a means to participate in the competition will be disqualified.
❖ Any team deemed to be using female students primarily as a means to participate in the competition will be disqualified.
❖ Any team who intentionally initiates contact with any judge prior to Competition Day will be disqualified from the competition.
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FAQ’S
❖ Can teams have male members? While this competition is designed to highlight collegiate women entrepreneurs, male team members are eligible to participate, and are permitted to attend Competition Day if your team is selected. However, the Team Leader must be a female, undergraduate student.
❖ If it is determined that a team with male members is simply “using” a female for eligibility purposes, the team will automatically be disqualified and forfeit any monetary prizes awarded to the team.
❖ How are written applications evaluated? Every written submission is evaluated by three (3) members of a selection committee, with their overall scores averaged in order to determine a team’s ranking.
❖ The top ranked teams are invited to the next round of the competition, the Trade Show Expo, which takes place at Smith College on April 6, 2018.
❖ Does the Selection Committee have a quota of teams from each school? The first round evaluation process is a double-blind process: members of the selection committee are anonymous and the selection committee does not see any team information submitted on the application.
❖ It is very important that Team Leaders avoid including the school name in the Executive Summary or on the completed Business Model Canvas.
❖ How soon after the oral pitch will we find out if we made it to the next round? Team Leaders will receive an email from draper@smith.edu by no later than 11:59p on Friday, March 9, 2018 informing their team’s status in the competition.
❖ Will all the judges at the Trade Show Expo see my booth? It is not possible for every judge to view every team showcasing ventures during the Trade Show Expo. However, every team will be seen by at least one judge. The amount of time a judge dedicates to teams will vary. Teams should anticipate interacting with a judge for approximately 3-5 minutes. Team Leaders should be prepared to present the venture and answer questions.
❖ When will Finalists be notified that they are pinning to the judges? Teams will find out during the Oral Pitch Round whether they have been selected as finalists. Each Team Leader should be prepared to deliver a 90-second pitch to the full panel of judges, in front of an audience of approximately 300 attendees.
❖ Can more than one team member deliver the pitch? Multiple team members may deliver the oral pitch, as long as each is an eligible female member of the team. Each team will receive 90-seconds only. No props, slides, or note cards are permitted.

TRAVEL REIMBURSEMENTS
The Conway Innovation & Entrepreneurship Center will reimburse students for expenses related to traveling to Smith College as follows:

WEST REGION
Students representing schools in the following states are eligible for up to $500 per team for related travel costs: Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

MID-WEST REGION
Students representing schools in the following states are eligible for up to $500 per team for related travel costs: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

SOUTH REGION
Students representing schools in the following states, and the District of Columbia, are eligible for up to $300 per team for related travel costs: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

NORTHEAST REGION
Students representing schools in the following states, and the District of Columbia, are eligible for up to $200 per team for related travel costs: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.
ELIGIBILITY

VENTURES
- The competition is for new, independent ventures in the seed, start-up, or early growth stages.
- An existing business is eligible only if its annual revenue is $100,000 or less.
- Ventures need to have a sustainable revenue model. Traditional non-profits, where fundraising is the only or main source of revenue, are not eligible for participation.

TEAM LEADERS
- The Team Leader must be a currently matriculating female undergraduate in good standing during the 2017-2018 academic year from any accredited, not-for-profit college or university in the United States.
- The Team Leader must have played a significant role in conceiving the venture.
- The Team Leader must be a currently matriculating female member of the team. Each team will receive 90-seconds only.

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- How many students can be on one team? Multiple team members may deliver the oral pitch, as long as each is an eligible female member of the team. Each team will receive 90-seconds only. No props, slides, or note cards are permitted.

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