

The Innovation and Entrepreneurship Program has compiled the following set of eligibility rules to ensure compliance with the mission of the competition. The organizing committee retains final say for making any decisions related to any unclear components.

The Innovation Challenge

The Innovation Challenge is a campus-wide competition for Muhlenberg students, who work alone or in teams to develop an innovative product or service concept, produce an outline of the idea and how it will work, validate their ideas, and then present the proposal to a panel of judges and audience. The Challenge is a co-curricular program that links ideas and action in powerful ways, helping students spend more time deepening their learning through the collaborative, creative process or researching, conceptualizing, and articulating a new venture concept.

The (Online) Innovation Challenge begins at the start of the Spring 2021 Semester.

Team Eligibility:

All teams must adhere to the Rules and Eligibility requirements described below in order to apply to compete.

- All teams must submit their ideas and register by March 7, 2021.
- Any currently enrolled full time student at Muhlenberg College in any major and at any level of study may apply. All members of a team must be full-time students at Muhlenberg College.
- Teams can consist of from 1 to 5 students.
- Individual applicants may only participate on one team.
- Only one entry per team may be submitted.
- Teams or team members may apply to the Innovation Challenge each year, but repeating teams/team members may not submit the same proposal.
- Teams participating in the Innovation Challenge may also apply to other competitions with the same proposal.
- The top 10 teams as determined by the Innovation Challenge panel based on the written proposals will be assigned one mentor/coach who will provide assistance.
- All teams must meet with the head of the INE program at least once to go over the requirements for the pitch.

Idea Eligibility:

Proposed plans develop an entrepreneurial idea that satisfies a particular social, environmental, artistic, and/or market need and may describe either a for-profit or not-for-profit enterprise and:

- The idea must be an original idea of the Innovation Challenge applicant(s) and must be a new, student-generated venture that demonstrates innovative thinking.

- The competition is for new, independent ventures in concept, seed, or start-up stage, the following restrictions apply:
 - Ventures cannot have a combined value of outside private financing and annual sales revenue in excess of \$50,000
 - Ventures cannot have been operating for two or more years
- Show that they will generate income, clearly explain revenue sources and demonstrate long-term financial sustainability.

Judging:

A panel of outside judges that may be comprised of successful entrepreneurs or executives, venture capitalists, angel investors, or professional service providers working in the business community will view the pitch videos and then have 10 minutes for a virtual Q&A session.

Prizes:

All prize money will be awarded subsequent to the evening of the final competition to the winning teams based on the decision of the judges and in accordance with the College policy. All taxes are the responsibility of the prize recipients. In-kind prizes are subject to the restrictions of the prize donors.

Confidentiality & Intellectual property guidelines:

All mentors are requested to keep the information in any written documentation that they receive confidentially. Because the final pitches are made in public, any information revealed therein is considered to be public in nature.

If the team has concerns about the intellectual property (IP) of their business idea, they are responsible for taking measures to protect any IP in their business pitch.

Muhlenberg College and the organizers of the competition are not responsible for any proprietary information and/or intellectual property included in a submitted written plan. The authors of the plan will retain all rights to the plan regarding its use at all times prior to and following the competition except as stated below:

- Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions. Information disclosed in public sessions may be broadcast through media which may include radio, television and the Internet.

- Organizers of the competitions may make photocopies, photographs, videotapes and/or audio tapes of the presentations including the plans and other documents used for the competition. Students retain all proprietary rights.
- Competition organizers have non-exclusive world rights in all languages and in all media, to use or publish the materials in any book, or other printed materials, videotapes or other medium, and to use the materials in future editions thereof and derivative products, provided that any profit earned from the sale of such items is used by the Innovation Challenge to defray the costs of future competitions.
- Any team with concerns regarding intellectual property, copyright, or patent confidentiality is strongly encouraged to contact competent legal counsel.