



2020-2021 Hofstra-Digital Remedy Venture Challenge Series Rules

Hofstra-Digital Remedy Venture Challenge Series

Hofstra University is hosting the 2020-2021 Hofstra Digital-Remedy Venture Challenge to assist students with developing their business ideas. A total of \$75,000 in money and in-kind prizes from Digital Remedy will be distributed through various competitions. The competition is administered by the Center for Entrepreneurship at Hofstra University. The mission of the Center for Entrepreneurship is to provide Hofstra University's students, faculty, staff and alumni with the skills and training necessary to become accomplished entrepreneurs and to establish Hofstra University as a leader in Long Island's entrepreneurial ecosystem. For more information visit the Center for Entrepreneurship's website - www.hofstra.edu/entrepreneurship.

All events associated with the Hofstra-Digital Remedy Venture Challenge will be held virtually via zoom for the 2020-2021 academic year.

This year, as part of the prizes, \$2,500 from the Hofstra-Digital Remedy Venture Challenge is being dedicated to the COVID-19 Innovation Prize with \$12,500 in total funding. The COVID-19 Innovation Prize is for any new innovation that helps our country, state, community, and/or campus respond and recover from the COVID-19 pandemic. The COVID-19 Innovation Prize is open to all Hofstra-Digital Remedy Venture Challenge Eligible Participants, as defined below, and is also open to faculty and staff who are part of the Hofstra University or Northwell Health communities, as defined further below.

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I. Eligibility

There are three eligibility categories for the 2020-2021 Hofstra-Digital Remedy Venture Challenge Series. Collectively, they are called “Eligible Participants.”

1. Current students: The Hofstra Digital-Remedy Venture Challenge Series is open to full and part-time undergraduate students enrolled at Hofstra University during the 2020-2021 academic year and full and part-time graduate students enrolled at Hofstra University during 2021-2021 academic year. Students can be enrolled for the fall or spring semesters and/or both semesters. Part-time students must be enrolled in at least three credits. Other enrolled students may be permitted to participate on a case-by-case basis.
2. Alumni from the 2019-2020 academic year: Students who graduated from Hofstra during the 2019-2020 academic year with a bachelor's, master's, or doctorate degree are eligible to participate (December 2019, May 2020, or August 2020).
3. Students accepted to Hofstra University: Undergraduate and graduate students accepted to Hofstra are eligible to apply. This includes students who are transferring or have deferred their enrollment to a future semester. If an accepted student wins, they would receive their prize money after their first month as an enrolled student (taking at least three credits) at Hofstra is completed.

Eligible Participants may enter as individuals or a team of no more than five. The team must identify a Team Leader. Applicants will be required to give their 700 numbers to verify eligibility. Eligibility of accepted students will be verified with the Office of Admissions and Enrollment Management.

If an Eligible Participant wants to include an individual who does not meet the above-listed requirements for Eligible Participants on their team, the Eligible Participant must notify the Center for Entrepreneurship and the Center will determine if the team member may participate. In all cases, at least 50% of all teams must be comprised of Eligible Participants, Eligible Participants must complete a majority of the work involved, and an Eligible Participant must serve as the team leader.

Eligible Participants can only participate on one team. Undergraduate students and graduate students may participate on the same team and must identify a team leader. Undergraduate and graduate students will participate in the same virtual Semi-Final and virtual Final Round for the Hofstra-Digital Remedy Venture Challenge.

Prize money will be equally distributed among the Eligible Participants on the team. If the company is incorporated, the Eligible Participants must own at least 50% of the company. If they do not meet this requirement, they may contact the Center for Entrepreneurship to request participation, and eligibility will be determined on a case-by-case basis.

The Hofstra-Digital Remedy Venture Challenge and COVID-19 Innovation Prize are seeking new ideas and innovations. Therefore, previous prize winners of the Hofstra Digital-Remedy Venture Challenge may only enter if they enter with a new business idea.

Type of Venture: The competition is for new, independent ventures in the ideation, seed, startup, or early growth stages. Students who have ideas with the potential to turn those ideas into a business are encouraged to apply. Students are allowed to submit ideas that they have worked on as student projects.

The following ventures are excluded from this competition: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, and licensing agreements for distribution in a different geographical area. Students may have worked on an idea or new technology they submit to the competition in previous academic years, or even prior to entering university, provided that their venture's revenues and equity capital raised does not exceed these limits and it was not entered to the Hofstra-Digital Remedy Venture Challenge in prior competitions. Non-profit business ideas and early stage non-profit organizations can be submitted to this competition.

Ventures with more than \$100,000 in revenues are excluded. Ventures that have raised more than \$50,000 in capital (defined below) are not eligible.

Capital includes:

- Equity funding.
- Debt financing.
- Investment from friends, family, or angels.
- Simple agreement for future equity.
- Traditional loans.

Capital does not include:

- Research grants.
- Prize money from other competitions.

Eligible Participants are expected to:

- Be the driving force behind the new venture,
- Play the primary role in developing the business plan,
- Have key management roles in the venture, and
- Own or plan to own significant equity in the venture.

The team leader should be or plan to be the CEO, COO, or play another C-level role. Eligible Participants do not need to have formed a company to participate, but judges will like to see that you are heading in that direction.

II. Application Process

The application for the Hofstra Digital-Remedy Venture Challenge can be accessed at www.hofstra.edu/digitalremedy. Participants who want to be considered for the COVID-19 Innovation Prize do not need to participate in the Hofstra-Digital Remedy Venture Challenge Semi-Final Round or Final Round, but are strongly encouraged to participate in

the Bootcamp and mentorship.

Applications for the Hofstra-Digital Remedy Venture Challenge **are due on Monday, March 1, 2021 by 11:59 p.m.**

The Center for Entrepreneurship will answer questions regarding the rules. Questions must be submitted via email to Sharon Goldsmith, Vice Dean of Entrepreneurship and Business Development, at Sharon.N.Goldsmith@Hofstra.edu. Questions will be posted to the website, so all potential applicants can see the questions and answers. The questions and answers will only be posted, not the name of the student who asked the question.

III. Summary of Program Requirements (see Schedule for dates)

- Participation in Virtual Bootcamp
- Virtual Mentor sessions with Entrepreneurs-in-Residence
- Demonstrated customer discovery efforts (this can be conducted virtually)
- Development of a pitch deck and participation in the Virtual Semi-Final Round
- For Virtual Final round: development of a pitch deck and executive summary (see requirements below)

IV. Schedule

Date	Weekday	Time	Event
10/27/20	Tuesday	9 am	Registration Opens
10/27/20	Tuesday	7 pm – 9 pm	Lion's Den
3/1/21	Monday	11:59 pm	Registration Deadline
3/5/21	Friday	10 am – 4 pm	Bootcamp
3/31/21	Wednesday	11 am – 2 pm	Semi-Final Round
4/23/21	Friday	11:15 am – 12:40 pm	Final Round

V. Virtual Bootcamp

At least one team member is required to participate in the Bootcamp hosted by the Center for Entrepreneurship. The Bootcamp will consist of workshops and mentor sessions from Entrepreneurs-in-Residence that will assist Eligible Participants with developing their business ideas. All team members are strongly encouraged to attend. Exceptions will be made on a case-by-case basis.

VI. Virtual Semi-Final Round

All applicants who register will be invited to participate in the Semi-Final Round. Eligible Participants will have two minutes to pitch their idea and the judges will select finalists

who will participate in the Hofstra Digital-Remedy Venture Challenge Series Final Round.

VII. Non-Confidentiality

All sessions of the Hofstra Digital-Remedy Venture Challenge Series including, but not limited to, oral presentations and question/answer sessions, may be recorded via Zoom, broadcast live on YouTube, and shared afterwards. Any and all of these sessions may be broadcast to interested persons through media, which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly 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. Due to the nature of the competition, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements.

VIII. Copyrights and Permissions

If a team uses copyrighted materials and/or images from a third-party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material.

Information presented by the company at the competition is the sole responsibility of the company. Hofstra University has not taken, and does not intend to take, any steps to verify the adequacy, accuracy or completeness of any information, materials or statements presented by the company. The company, and not Hofstra, is responsible for ensuring the company's compliance with all applicable federal, state and other securities laws, and it is solely the company's responsibility to comply with any of such laws that are applicable. Hofstra does not give investment advice, endorsement, analysis or recommendations with respect to any securities, and is not a broker, venture fund or an investment advisor.

Pitch presentations and executive summaries will be shared with the Center for Entrepreneurship staff, mentors/advisors, and the judging panel of the Hofstra-Digital Remedy Venture Challenge Series. They will not be considered confidential, but they will not be distributed or posted on a website.

IX. Presentation Format

Each team will have two minutes to pitch their product/innovation at the Hofstra-Digital Remedy Lion's Den and Semi-Final Round. Finalists will pitch their product/innovation at the Hofstra-Digital Remedy Venture Challenge Final competition (pitch time to be determined). Students participating in the Final Round also must submit an Executive Summary that is no longer than five pages.

The pitch is your business overview that you should be able to deliver powerfully and concisely to any investor. The first impression is critical in capturing the attention of a potential investor or customer. The pitch should provide enough information to pique the interest of potential investors and strategic partners. It should provide a clear picture of

the company and its solution. It should be delivered effectively and succinctly.

The suggested topics for the two-minute pitch presentation include:

1. Value Proposition/Problem – What problem are you solving? Tell a personal story or ask the audience a question.
2. Solution – What is the solution to the problem? Tell us how your product/service works. Show a picture of bring a prototype.
3. Market – How big is your market? Who are your customers?
4. Competition – Currently, people are solving this problem poorly by x or using inadequate tools like (competitor name).
5. Growth and Revenue Model – How are you going to scale the company? How are you going to make money? Have you tested/sold anything yet?
6. Team – What makes your team qualified to implement the solution?

The suggested topics for the five-minute pitch presentation and format for the executive summary include¹:

1. Company purpose - Define the company/business in a single declarative sentence.
2. Problem - Describe the pain of the customer and the problem you are solving.
3. Solution: Demonstrate your company's value proposition to make the customer's life better. Clearly describe how your product/service works.
4. Market Size: What is the identity/profile of the customer you cater to? What is the target market and what percentage of this market do you aim to capture?
5. Customer Discovery: Have you conducted any customer discovery over the course of the Hofstra-Digital Remedy Venture Challenge to obtain feedback on your product?
6. Competition: Who are your competitors? What are your competitive advantages?
7. Product: What is your development roadmap for your product? What is the functionality and features of your product? How are you protecting the intellectual property?
8. Go-To-Market: What is your go-to-market strategy and how much will it cost? How do you plan to scale your business? What is your sales and distribution

¹ Adopted from <https://www.sequoiacap.com/article/writing-a-business-plan/>

model or customer pipeline list?

9. Business Model/Revenue Model: What is the pricing for your product? What is your profit margin?
10. Team: Who are the founders and management of the company? Do you have a Board of Directors or Board of Advisors, or Faculty Advisor? What is your strategy to recruit one?
11. Financials: Include financial information and additional information as an appendix to answer questions.

X. Important Deadlines

- **March 1, 2021** Registration due for Hofstra-Digital Remedy Venture Challenge. Late registrations will be accepted at the discretion of the Center for Entrepreneurship. All Eligible Participants who register can participate in the Bootcamp, mentorship, and Semi-Final Round. All events will take place via Zoom and some may be broadcast live to YouTube.
- **March 5, 2021:** Bootcamp.
- **March 18, 2021:** Registration deadline for Semi-Final Round.
- **March 31, 2021:** Semi-Final Round.
- **April 9, 2021:** Executive summaries due, must be emailed to Sharon.N.Goldsmith@Hofstra.edu by 5 p.m. Documents should be sent as a word or PDF document and attached to email. File name should be team name.
- **April 23, 2021:** Final Round.

XI. Evaluation Criteria

Judges will evaluate each team based on how convincingly they present their business concept, such that the judge would want to learn more about the company if they were a potential investor or customer. The best teams are those that an investor or customer would want to schedule a follow-up meeting for further discussion.

The quality of the idea, its scalability, the size of the market, the competitive differentiation, the strength of the management team, and the clarity and persuasiveness of the oral presentation, all influence the judges' decisions. The competition is intended to simulate the real-world process of entrepreneurs soliciting startup funds from angel investors and venture capital firms.

The winners of the competition will be determined by the judges' ranking of the teams on the day of the competition. The rankings will be shared by the Center for

Entrepreneurship to verify the results.

The following scoring rubric will be used in all competitions and will remain confidential. Team members can inquire with the Center for Entrepreneurship and Entrepreneurs-in-Residence for specific feedback after the events.

1 = no evidence
2 = little evidence or major flaws
3 = adequate, minimum standards
4 = well done, few minor omissions, met standards
5 = well done, exceeded standards

Is the business idea or company unique?	1	2	3	4	5	
Is the business scalable?	1	2	3	4	5	
Does the team demonstrate the expertise to lead the business?	1	2	3	4	5	
Was the pitch clear and well-done?	1	2	3	4	5	
Is there a clear path to revenues?	1	2	3	4	5	
					<u>TOTAL</u>	

XII. Prize Structure

This year's Hofstra-Digital Remedy Venture Challenge Series will have total prizes valued at \$75,000 through different competitions, which students will have an opportunity to apply for. The prize breakdown is \$25,000 in cash prizes and \$50,000 worth of in-kind services to be provided by Digital Remedy. The in-kind services will be voluntary and administered completely by Digital Remedy and may include mentoring and digital marketing/advertising services for the top three winners of the competition.

If there are multiple Eligible Participants on a team, the prize money for any competition will be divided equally. Only Eligible Participants can receive prize money, which is seed grant funding.

2020 Hofstra-Digital Remedy Lion's Den (Fall): \$1,000 in total prize money.

2021 Hofstra-Digital Remedy Venture Challenge Finals (Spring):

First Place: Total package of \$42,000.

\$12,000 in prize money; \$30,000 total value of in-kind package from Digital Remedy.

Second Place: Total package of \$21,000.

\$6,000 in prize money; \$15,000 total value of in-kind package from Digital Remedy..

Third Place: Total package of \$8,500.

\$3,500 in prize money; \$5,000 total value of in-kind package from Digital Remedy.

COVID-19 Innovation Prize: See below.

XIII. COVID-19 Innovation Prize

This academic year, Digital Remedy, Northwell Health, and Harris Beach are funding a separate Prize to seek proposals for new innovations to address the impacts of the COVID-19 pandemic with \$12,500 in total prizes. We invite all eligible individuals from the Hofstra and Northwell communities to submit proposals for new innovations.

Eligibility Requirements for COVID-19 Innovation Prize: The following individuals are eligible: “Eligible Participants” for the Hofstra-Digital Remedy Venture Challenge (as defined on Page 2), full and part-time faculty who are presently teaching at Hofstra University, as well as , emeritus faculty), other full-time and part-time employees of Hofstra University, and full-time and part-time employees of Northwell Health. Projects that are recipients of Northwell Health’s Innovation Challenge are not eligible for the COVID-19 Innovation Prize.

Mentorship will be made available to applicants to assist with proposal preparation.

Examples of submissions for the COVID-19 Innovation Prize include:

- A new innovation in the healthcare system to support their ability to handle an influx of patients.
- A solution that addresses health equity, as communities that experience health disparities had higher COVID-19 infection rates.
- A solution that supports people who are impacted by the economic downturn presented by the pandemic.
- A solution that could be implemented on Hofstra’s campus.

Proposals can be submitted on the COVID-19 Innovation Prize webpage (www.hofstra.edu/entrepreneurship). The scoring criteria includes:

- Is the innovation scalable/has the potential to grow?
- What is the timeline for implementation?
- Will the innovation have a positive impact on our community’s recovery from the COVID-19 pandemic in the short-term?
- How will the prize funding be used to implement the innovation?

Five proposals will be selected to present at a live, virtual pitch presentation on their innovation after standard business hours, where a panel of judges will select the winners.

The first-place winner will receive \$10,000 and the second-place winner will receive \$2,500, to be used for implementation of the innovation. The prize will be awarded to the company or academic laboratory/department, or if that is not applicable, an individual. The winners must submit a plan to the Center for Entrepreneurship on how the money will be spent on the innovation, and the first-place winner will receive 50% of the prize money after the final presentation and then 50% thirty days after the first tranche was disbursed and an updated plan is submitted. If an accepted student won prize funding, they would receive the first disbursement after their first month being enrolled for at least three credits is completed at Hofstra University.

For full details on the COVID-19 Innovation Prize, including schedule, how to submit a proposal, and submission requirements, please visit www.hofstra.edu/entrepreneurship. Updates will also be posted on this webpage.

The below sections, as well as Sections VII (Non-Confidentiality) and VIII (Copyrights and Permissions) apply to both the Hofstra-Digital Remedy Venture Challenge and the COVID-19 Innovation Prize.

XIV. Intellectual Property

Hofstra University will not take any ownership stake in the intellectual property developed by the student teams presented at the Hofstra-Digital Remedy Venture Challenge Series. Hofstra University will not take any equity stake in the companies formed by the student teams.

Faculty and employees from Hofstra University and Northwell Health should refer to their respective employer's intellectual property policies for the COVID-19 Innovation Prize.

XV. Disqualification

If the team is disqualified prior to the competition, the Center for Entrepreneurship reserves the right to offer that spot to another applicant. If the team is disqualified at the competition, the next highest scoring team will take its place.

Acknowledgment and Release

The Center for Entrepreneurship and Hofstra University reserve the right to change these rules at any time.

Digital Remedy will solely manage the in-kind prizes, including digital marketing consulting, and the prize winners will coordinate receiving these services with Digital Remedy directly, not Hofstra University. Entrants acknowledge that Hofstra University has no control over and is not responsible for the actions of Digital Remedy. By entering, team members agree to release the University and its agents from any and all liability, claims or actions of any kind whatsoever for damages or losses to persons and property that may be sustained in connection with the challenge entry, or receipt or use of the prize. The in-kind prizes are voluntary, and student may choose to utilize the in-kind services offered by Digital Remedy.

By entering, team members agree that photographs, whether still or action, videos, film and/or motion pictures (hereinafter "Pictures"), and/or audio recordings ("Recordings"), may be taken of them by or on behalf of the University and in connection with the Digital Remedy Venture Challenge, and, without any compensation or further notification or approval by team members, grant to the University and its agents, employees, and others working on its behalf, the unlimited, perpetual, worldwide, unconditional and irrevocable right and license to use, distribute, publish, exhibit, digitize, broadcast, display, reproduce, make commercial use of and otherwise use directly or indirectly the Pictures, Recordings and their image, voice, likeness and/or video footage in any form, format or media ("Media"), for any purpose, including but not limited to advertising or trade and agree that all rights therein shall irrevocably, exclusively, unconditionally and perpetually belong to the University.

By entering, team members agree to release and discharge the University and its officers, representatives, employees, affiliates, agents, licensees, successors and assigns from any and all claims, demands or causes of action that they may now have or may hereafter have for libel, defamation, invasion of privacy or right of publicity, infringement of copyright or violation of any other right arising out of or relating to any utilization of the Pictures, Recordings, or Media.