MavPitch
Maverick Entrepreneurship Program and Award Fund

Rules & Guidelines

What is MavPitch?

MavPitch is the business pitch competition component of the University of Texas at Arlington’s Maverick Entrepreneurship Program and Fund. It is intended to encourage students to explore and express their business ideas in a friendly and encouraging environment. All UTA students (undergraduate and graduate) can compete alone or in teams for over $250,000 in cash prizes. Access to as much as $40,000 in venture development funds will be awarded to the five best pitches.

STUDENTS: Student team submissions opens April 1, 2021

To enter, student or student teams need to submit a three-minute video summarizing their business idea or venture. The submission can be a new idea that is being researched and developed or it can be an actual venture with the first few customers (see the rules below). From among all the qualifying submissions in the online preliminary round, the highest scoring 10 semifinalists will be invited to present a live six-minute pitch to a panel of judges on May 8, 2021. Winners of the final round will receive up to $15,000 and an opportunity to compete for an additional $25,000 next summer.

UTA Students: Get your team together!

This competition is for you! To compete for a piece of the $250,000 in cash prizes, start developing your video promoting your business idea. Rules and information are below. Please email entrepreneurship@uta.edu, jmcgee@uta.edu (Dr. Jeffrey McGee), magnusson@uta.edu (Dr. Robert Magnusson), or venkat@uta.edu (Dr. Venkat Devarjan) with questions or for additional details.

Rules for Participants

1. Must be an undergraduate or graduate student registered during 2021 spring semester or have graduated no earlier than Fall 2020.
2. Individuals or teams may compete. Teams must have no more than 4 members
3. Other people can be involved in the venture (e.g., non-students, alumni, etc.), but MavPitch student team members must have a substantial leadership role in the venture
4. Winners agree to allow their video submission to be shared by MavPitch
5. MavPitch works with numerous media outlets to highlight the entrepreneurial achievements and ventures submitted by students; finalists may be asked to prepare for media interviews.

This web page will contain all current rules and information about MavPitch and the Maverick Entrepreneurship Program and Fund. Details are subject to change, so please revisit often.

MavPitch Competition Rules

Eligibility

1. **Submissions:** Each participant (individual or team) may submit only one venture concept to the competition. Initial submissions are due by April 30, 2021 11:59 pm Central Time. All submissions must be uploaded through the MavPitch portal using the links provided.
2. **Participants:** Can be individuals or teams. Teams should be at least two and no more than four students.
3. **Repeat Participation:** Students may submit in multiple years. However, any venture acknowledged as a Top 10 Finalist in any Round 1 cannot be resubmitted. In other words, prior finalists must submit a new idea or venture.
4. **Student Enrollment:** The competition is for current or recently graduated (no earlier than Fall 2020) UTA students (undergraduate or graduate).
5. **Student Involvement:** The competition is for student-created and student-managed ventures, including new ventures launched by licensing university technology. **Students are expected to:**
   a. Play the primary role in developing and leading the business.
   c. Have key management roles in the venture.
   d. Have fundamental, equity-holding (or potential equity-holding) positions within the company and have a combined ownership/potential ownership of at least 25% of the founder’s equity in the company.
   e. Be part of only one MavPitch team.
   f. Be present at the time of the award presentations to be eligible for prizes.
6. **Forms of Business:**
   a. Submissions are for new independent ventures in the seed, start-up, or early growth stages.
   b. Submissions should not include buyouts, entity expansions, not-for-profits, subsidiaries or recapitalizations.
   c. The MavPitch team has the final decision on which participants are invited to compete in the competition and reserves the right to include or exclude any participant for any reasons.
7. **Business Status:** This competition is for new ventures and opportunities so submissions do not have to be established companies. Indeed, submissions focusing on sound new
business ideas are strongly encouraged. Established companies are only eligible if they meet the following criteria:

a. Total funding from investments, grants, and awards — including contributions, cash investments, loans, and paid expenses by any team members, founders, or individuals — cannot exceed $100,000 (all time).

b. Total sales at the time of the MavPitch submission cannot exceed $25,000 (all time).

8. **Point of Contact:** Students must designate a single point-of-contact person responsible for communication with competition organizers and submitting the entry into the MavPitch application portal. The submission form will have an area to designate this person and how any award proceeds should be distributed.

9. **Email Correspondences:** MavPitch news and updates will be emailed to the designated student. Email us at entrepreneurship@uta.edu to have additional students added to our MavPitch email news list.

10. **MavPitch News & Updates:** We will post all updates to rules or information on this web page, which is subject to change at any time.

### Submission

1. **Format:** A video is required for each submission and must be submitted through the MavPitch portal to be eligible. Participants must adhere to the time limits.
   a. The video pitch submission should be no longer than 3-minutes. This is the storied “rocket pitch” and should convey the key attributes of the opportunity, as depicted in a typical Pitch deck. The video file should be saved in one of these video file formats: .MOV, .WMV, .MP4 (email us with any technical questions at entrepreneurship@uta.edu.)
   b. Video submissions may be a PowerPoint (or equivalent) deck, animated presentation or a live action production. Please refer to the samples posted on the MavPitch website. Kindly note, substance trumps style.

2. **Original Work:** The business submission must represent the original work of each entrant.

3. **Integrity:** The submission must contain only accurate information about participant’s backgrounds, experience and educational levels; stage of product development; product performance claims or market survey results.

4. **Data Retention:** After MavPitch concludes, only contact and basic information about each entry will be retained. All provided files will be permanently purged from the MavPitch online system, with the exception of MavPitch winners and entries selected for mentioning on the UTA family of websites.

### Format

1. **Phase I:** This round of MavPitch consists of the following two stages:
   a. “Knockout” Round: At least two judges will review each video pitch entry. Scoring will be against a [pre-prescribed rubric](#) and up to 10 finalists will be selected and
revealed on May 3, 2021. Finalists are required to consult with an assigned mentor to help prepare for the live pitch.

b. **Final Round:** The finalists will present a six-minute live pitch to a panel of judges on May 8, 2021. The judges will evaluate the presentations against a scoring rubric and deliberate to determine the awards. Participants can receive up to $15,000.

### 2. Phase II

a. **EpICMavs Deep Dive:** All Phase II participants are required to complete EpICMavs Deep Dive program. Deep Dive is a seven-week cohort program that provides UTA students and faculty the opportunity to receive hands-on mentoring while they work on their business ideas. The participants create a value proposition and business model canvas analysis of their business ideas under the guidance of mentors from TECH Fort Worth. Next, participants learn about financials and how to project the company’s needs and expenditures over the first few years of the business. Finally, participants learn how to put together a pitch for any situation. Participants have the opportunity to practice 10-minute pitches and receive valuable feedback from entrepreneur mentors.

b. **Grand Finale:** Participants will have the opportunity to compete for an additional $25,000 by presenting their business again in front of a panel of judges in August, 2021 (specific date and time will be announced soon). The progress made on the participant’s business idea should be the primary focus of the MavsPitch “Grand Finale” pitch. The event will be offered on Microsoft’s Team platform due to current social distance restrictions.

### Awards

1. **“Knockout Round”:** Finalists will be identified on May 3, 2021.
2. **Final Round:** Finalists will be eligible for up to $15,000! Awards will be announced immediately following the judges’ deliberations.
3. **Grand Finale:** Participants will be eligible for an additional $25,000—for a total of $40,000! Awards will be announced immediately following the judges’ deliberations.
4. **Attendance:** All competitors must be present to be considered for any award.
5. **Required Forms:** Each participant will be required to provide appropriate documentation to receive award payments, which include a personal W-9 and a creative release form. No prizes will be awarded without the required forms submitted. International students will also be required to submit proper documentation to be awarded prize money, and will be instructed on an individual basis on the required forms.

### Other

1. **Equipment:** Participants should plan to bring a laptop and a copy of their presentation on a flash drive. The presentation room is equipped with a large-screen projector and equipment to run your presentation. IMPORTANT NOTE: Please bring your own video adapter if using Apple/Mac products to ensure connectivity with the A/V system. If your
presentation contains video, graphics and/or sound, there is every expectation that your presentation will work properly at the MavPitch competition.

2. **Materials:** The MavPitch team reserves the right to use any material prepared for the competition to publicize and promote the event. The MavPitch team may video record any portion of the competition and utilize these videos in any way that it sees fit.

3. **Changes:** While not anticipated, these rules and prizes are subject to change at the discretion of the MavPitch team at any time. MavPitch staff has the right to interpret these rules according to its own judgment.

4. **Awards:** All decisions regarding the competition rules, procedures, and processes are at the sole discretion of the MavPitch team. Changes and/or interpretations of these rules may be made by the MavPitch team at any time, even though they may be (or may appear to be) in conflict with previously published information. Selecting the MavPitch participants and deciding on the winners are at the sole discretion of the judges and the MavPitch team. Best efforts will be made to make decisions in accordance with this Official Rules document.

5. **Confidentiality:** All sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these sessions may be shared with interested persons, through media that may include radio, television, printed materials 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 will not ask judges, reviewers, sponsors, staff or the audience to agree to or sign non-disclosure statements for any participant. By participating in the competition, entrants agree that no member of the Maverick Entrepreneurship Program and Award Fund, MavPitch or the University of Texas at Arlington will assume any liability whatsoever for any disclosures of business plan information that may be made (whether inadvertently or otherwise) by any judge, reviewer, staff member, audience member or other individual connected with, participating in, viewing, hearing, or receiving information from the competition.

6. **Copyrights & Permissions:** If a participant 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.

7. **Brokerage:** Information presented by the students at the competition is the sole responsibility of the students. The MavPitch team 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 students, aside from verifying the eligibility requirements of the team and venture. The students and advisor, and not the MavPitch organizers, are responsible for ensuring the students’ compliance with all applicable federal, state and other securities laws, and it is solely the students’ responsibility to comply with any of such laws that are applicable. The MavPitch organizers do not give investment advice, endorsement, analysis or recommendations with respect to any securities and is not a broker, venture fund or an investment advisor.