



IdeaPitch '08

Competition Information



How to Enter:

Submit an application form—max. 1 page (email to ideapitch@agentsofchange.com.au)
Applications are open from Wednesday 8th of October to 5pm on Friday 10th of October
A template, and a sample application, will be made available online at www.agentsofchange.com.au

Required Fields:

Entrant Details

- Title of concept
- Challenge category (1 or 2)
- Team members (1-4 people)
- Team leader
- Contact details (mobile and email)

Concept Summary

- Concept description
- Concept analysis
- Concept development

Judging Criteria and Questions to Think About:

Concept Description (20%)

What is your idea/what are you planning to sell?

Is your idea solving an existing problem, meeting an unsatisfied need or creating demand for something new?

Concept Analysis (20%)

Who is the target customer and why will they buy your products/services?

What is the market size for your product/service, and is it growing?

What is your competitive advantage (what value can you create to differentiate yourself from competitors)?

How will this competitive advantage be sustained?

Who are your competitors?

Concept Development (20%)

How are you going to proceed with your idea?

How do you plan to deliver your product/service to the market?

Presentation (40%)

How well did you present your idea?

PLEASE TURN OVER FOR RULES AND PRIZES→

IdeaPitch '08

Oct 8th – Oct 23rd

Category 1—Idea Stage

For any students with any business idea

Category 2—Open

Open to all students with more developed concepts: pre-start ups, launched last week, reasonably established or worth \$2 billion!

Competition Rules

1. Up to 4 people in a team, and at least 1 team member must be a student of The University of Melbourne
2. Students can enter more than one idea into the competition
3. Each team must submit an application form (max. 1 page) by the due date
4. The pitch must not be longer than 3 minutes long
5. No audio-visual equipment is allowed for the presentations; however, prototypes or samples are encouraged

Terms and Conditions of Entry

1. The business idea that forms the basis of your entry must originate from one or more of the members of your Team
2. If an idea has been patented by, or is the property of, a third party, the originator of the idea must agree in writing to the use of the idea by your Team and must be expressly credited
3. The decisions of the Judging Panel will be final. No communication will be entered into with any person in relation to any decision of the Judging Panel
4. Competitors should not include technical details to a level which might affect their capacity to protect and, at some future point, exploit their Intellectual Property through registered rights

Prizes Include:

- \$1000 cash + Intellectual Property consulting with Griffith Hack
- \$500 cash sponsored by Melbourne University Entrepreneurs Challenge
- Consultation with Deloitte Innovation Team
- Strategic Growth consulting with Australian Small Scale Offerings Board
- Gateway Enterprise software from Australian Institute for Commercialisation

Sponsored by:



patents, trade marks, ip law



Deloitte.



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