



WEBER STATE UNIVERSITY

Hall Global Entrepreneurship Center



LaunchIT
Weber

INFORMATION PACKET 2024-2025

Website: <https://www.weber.edu/entrepreneurship>

Email: entrepreneurship@weber.edu

April 5, 2025

Applications and video submissions are due November 23, 2024 for Fall Term students and March 15, 2025 for Spring Term students by 11:59pm

Calendar of Events

Saturday, November 16, 2024 – Fall Term Full Application with Video Due – **11:59pm**

Thursday, November 28, 2024 - Three Fall Finalists Announced – **12:00pm**

Saturday, March 08, 2025 –Spring Term Full Application with Video Due – **11:59pm**

Friday, March 21, 2025 – Three Spring Finalists Announced – **12:00pm**

Saturday, April 5, 2025 - Finalist Presentations & Awards – **10am - 12:00pm Noon**

LaunchIT Weber Competition Overview

LaunchIT Weber is a business idea competition open to all current Weber State University degree-seeking students. Individuals or teams can submit entries, however, each team member must be enrolled at Weber State University or own at least 51% of the company. The competition fosters and promotes business activity by giving students a chance to pitch a business idea to a panel of judges. The competition provides teams with an educational forum to prepare them for the competition and aid them in the creation and implementation of their business idea.

Two cash prizes of \$10,000 will be awarded to the individuals/teams judged to have presented the most plausible and promising business ideas or opportunities. Additional cash prizes of \$1,000 will be awarded to the third through and sixth places individuals/teams, respectively.

Eligibility

Each participating team must be organized and directed by a student currently enrolled at a Weber State University and own at least 51% of the company. Enrollment will be verified by the competition staff. Top two place finishers are not allowed to compete again. There are no other restrictions.

The Competition Process

Round I: Business Summary and Video

This phase is open to all Weber State University students. Begin by registering your team by filling out the registration form at <https://www.weber.edu/entrepreneurship>. List the team primary contact information including, name, phone number, high school email address, school, grade and the names of other team members. Teams must provide a brief, 2-3 sentence summary addressing fundamental issues of interest to potential investors. Teams must also create a basic 90-second video pitch. Both should highlight the most important and interesting

elements of the business that lead a potential investor to understand why your venture will succeed. Videos do not need to be professional quality. For more specific information about the executive summary and video, refer to the “Business Summary” and “Video” sections. Six finalist teams will be selected to compete on **April 5, 2025** and will be invited to campus to present in front of an expert judging panel. In order to be eligible for the competition, the completed application form including the video file **must** be submitted in the application portal, located at <https://www.weber.edu/entrepreneurship/high-school-jump-start.html> by **11:59pm on Saturday, November 16, 2024** for Fall Semester students and **11:59pm on Saturday, March 08, 2025** for Spring Semester students.

Round II: Final Presentation

Each of the five finalist teams will present their businesses to a panel of judges on **Saturday, April 5, 2025**. Since the presentation time is limited to ten minutes, the presentation must be well organized and emphasize only the most important features of the business. For more specific information about the final presentation refer to the “Final Presentation” section. The awards will be announced immediately following the last presentation on **Saturday, April 5, 2025**.

Business Summary

In the space provided in the application form, simply write 2-3 sentences that explain the fundamental issues regarding the company or business idea. The purpose of the document is to convince the reader that the business is viable and could operate in the real world. The most interesting and important aspects of the business, as well as the student involvement should be highlighted.

Video

Simply upload a video with your application in the application portal, located at <https://www.weber.edu/entrepreneurship/high-school-jump-start.html>. Videos do not need to be polished or professionally made. Applicants should simply describe their idea and why they think the selection committee should pick their idea/business. A simple smart phone works just fine. All video links must be submitted by **11:59pm on Saturday, November 16, 2024** for Fall Semester students and **11:59pm on Saturday, March 08, 2025** for Spring Semester students.

Video

Videos will give an opportunity to set you and your idea apart. Videos should help judges better understand your idea. They should also explain your executive summary. There are no set criteria of what videos should contain. Teams should decide what ideas they feel are most applicable for judges to know. Videos will give an opportunity to set you and your idea apart. For example, you could use your video to:

- Give a personal “elevator pitch” for your idea.
- Show your extreme passion for your idea

- Let your creativity, your personality, and/or the ‘personality’ of your idea shine through
- Clearly demonstrate and explain the product or idea

Follow these simple guidelines when creating your video:

- Videos must be no longer than 90 seconds in length.
- Keep it professional. No inappropriate sounds, language, or images. Videos containing content deemed inappropriate will result in disqualification.

Final Presentations

Final Presentation

The top 5 teams moving on to the final round will be asked to give a final presentation and answer questions from the panel of judges regarding their presentation and executive summary. Each team is allotted a maximum of 10 minutes for presentation, with an additional 5 minutes allotted for a question and answer session. Business formal dress is required. The final presentations will be held on **Saturday, April 5, 2025**. The presentation should emphasize the most important features of your business in the time allotted in order to persuade the judges that your business will be successful. Please prepare a PPT presentation that is ready share. Assistance will be available to ensure everything runs as smoothly as possible with your presentation. In addition, each team is responsible for any prototypes, posters, etc. needed to present your business concept effectively.

Judging

The judging panel consists of entrepreneurs and other successful and knowledgeable business leaders. Judges will not be affiliated with, or involved in the preparation or funding of, any participating team. The decision of the judging panel will be final and will not be subject to appeal. The overall selection of winners is based on the viability and likely success of the business, including the quality of the overall presentation.

Judging Criteria

Judging is based on the following: business summary, video presentation, and final presentation. Teams must be ready to answer questions on both their executive summary and final presentation during the final round Q&A session.

Prizes

Two cash prizes of \$10,000 will be awarded to the individuals/teams judged to have presented the most plausible and promising business ideas or opportunities. Additional cash prizes of \$1,000 will be awarded to the third through and sixth places individuals/teams, respectively.

No Confidentiality Agreement

As a competitor, you are responsible to protect any information concerning your plan that you share with advisors, team members, and fellow participants of the competition. High School Jumpstart Competition takes no responsibility for unwanted disclosure in these instances. Contestants should be careful about disclosing information concerning proprietary concepts. Competitors concerned about the protection of intellectual property may contact the High School Jumpstart Competition staff.

Resources

While the basic set of topics is included in this document and must be covered in some manner, creativity should not be left out of the equation. The following is a list of helpful websites that teams have used previously and may prove useful to teams seeking advice or inspiration. Each of these websites is related in some manner to the University or its professors, though the usual disclaimer of the Weber State University not endorsing the outlets or their specific content applies.

- BPlans
 - <http://www.bplans.com/>
- Small Business Administration
 - <http://www.sba.gov/>

LaunchIT Weber Competition Directors

Most questions about the competition are answered in this document, but if you have a question that is not addressed here, you may contact the relevant student director personally. **Contact via email is HIGHLY preferred** and any phone contact must be restricted to normal business hours.

Directors of LaunchIT Weber Competition

Student President, Weber Entrepreneurs: Raider Gee, brettgee1@mail.weber.edu

Director, Hall Global Entrepreneurship Center: Brandon Stoddard, brandonstoddard@weber.edu