

[ulm.edu/pellicancup](http://ulm.edu/pellicancup)





## 2024 General Info

### Divisions:

The Entrepreneurship Pelican Cup will host one division in 2024.

### HIGH GROWTH/TECHNOLOGY and SMALL BUSINESS/LIFESTYLES

This combined division will be for business plans with truly unique ideas and technologies that demonstrate a potentially disruptive market impact with strong viability and high potential for growth. The proposed business could be for ventures related, but not limited to, agriculture, healthcare, information technology, manufacturing, transportation, energy, conservation, gaming, etc.

This division is also inclusive of business plans that are more "Main Street," customer-facing operations, such as retail and hospitality ventures, as well as services in industries related to automotive, household, construction, beauty, travel/tourism, etc.

*The best business ideas will continue to be those that:*

- improve or replace business processes to increase efficiency and productivity, or enable the business to extend the range or quality of existing products and/or services;
- develop entirely new and improved products and services – often to meet rapidly changing customer or consumer demands or needs;
- add value to existing products, services, or markets to differentiate the business from its competitors and increase the perceived value to customers/target markets.

Teams



March 15 – Noon

- Announcement of finalists (6) at [ulm.edu/pelicancup](http://ulm.edu/pelicancup) and livestreamed via Facebook
- Round 1 judges' feedback forwarded to finalist teams' leaders and advisors

March 21 – 11:59 p.m.

- Revised business plans due from finalists via YouNoodle

March 26 – All Day

- Finalist oral presentations at The University of Louisiana Monroe- The Hangar
- Judges' deliberations to determine first, second, and third place winners for each division

April 12 – Noon

- Team member and advisor tax forms due by noon
- Pitch Competition Competitor Name due by noon

April 19 – 11:30 a.m. – 1:00 p.m.

- Awards Presentation with Elevator Pitch competition for division finalists, followed by announcement of winners

## Rules

ULM is responsible for management and operation of the Entrepreneurship Pelican Cup.

The Entrepreneurship Pelican Cup is designed to increase college and university student appreciation for the challenges associated with developing a viable business offering (product or service) while, through an iterative process, recognizing those students best able to articulate a plan that addresses these challenges.

Not every circumstance can be anticipated during the competition. The executive committee reserves the right to disqualify any team that violates the rules, guidelines, and the spirit of the competition.

The executive committee also reserves the right to disqualify teams that engage in illegal, unethical, harmful, or any other behavior and activities it deems as unworthy of association with the Entrepreneurship Pelican Cup.

ULM will not guarantee internet quality, speed of service, and quality of connectivity at any time. ULM will also not guarantee that video, sound clips, fonts, or other electronic aids will work and/or display at full capacity at any time.

All decisions made by the executive committee during any process of the competition are final.

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Eligibility:

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1. The Entrepreneurship Pelican Cup is open to any full- or part-time, certificate- or degree-seeking student currently enrolled in a 4 year college or university in the state of Louisiana.
2. Current enrollment is defined as enrollment in a certificate- or degree-seeking program of study during the summer/fall 2023, and/or 2024 spring semesters.
3. Students who graduated with a certificate or degree during the 2023 summer/fall semesters are eligible to compete.

Team Composition, Team Leader, and Advisor/s:

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4. Teams may be composed of:
  - graduate and undergraduate students of the above-named

11. Each team must designate one student member as the team leader.
12. Each team must have at least one faculty member as its primary advisor. In addition to that, non-faculty advisors may be allowed with prior approval from the executive committee by the application deadline.
13. Teams may have more than one advisor, but must identify a primary advisor.
14. The team leader and the primary advisor will be the only points of contact between the team and the Pelican Cup staff throughout all phases of the competition.
15. The team leader is responsible for creating and managing the team's application and subsequent uploads in the competition database, YouNoodle. Managing includes ensuring data entry and required uploads are correct and complete, instructions are followed, and deadlines are met. Team leaders are to add the primary advisor as an administrator to the team's account.
16. The advisor's role is to mentor the team leader and team members during all phases of the competition. Advisors cannot be part of team presentations.
17. The team leader and advisor are REQUIRED to affirm eligibility of each team member. Affirmation will include:
  - a. verification in the application that team members are full- or part-time students currently enrolled in a certificate- or degree-seeking program of study during the eligible semesters; and,
  - b. verification in the application of each team member's level of completion as of the business plan submission date (freshman, sophomore, junior, senior, recently graduated, graduate or post-graduate student).



- b. Teams may also compete with an idea based on a technology, product, or service that has been licensed from another company, private inventor, or other source.



Inquiries will be forwarded to the executive committee, which will determine if rules have been violated, as well as if and how a team and/or team member/s should be penalized or disqualified. The decision of the executive committee is final.

Questions/Assistance:

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Please contact Cathi Hemed at ULM, phone: 318-342-1151, email: [chemed@ulm.edu](mailto:chemed@ulm.edu)

## Business Plan Content Requirements

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General Requirements:

Plans are limited to a maximum of 12 pages plus a maximum of 6 pages for appendices.

A Cover Page and Table of Contents are required and do not count toward the business plan page limit.

Plans with fewer than 6 pages of appendices may not use the extra pages to increase the length of their business plan beyond the 12-page limit.

Appendices should support findings and financials noted in the plan.

Formatting:

- The font must be Arial, Helvetica, or Times New Roman. This requirement does not apply to text for the Cover Page or to headings or descriptions in the plan that accompany pictures, graphics, or worksheets.
- The font must be 12 point.
- Page margins must be one inch on all sides.
- Line spacing must be 1.5.
- Pages must be numbered.

Contents:

- I. Cover Page – provide:
  - the name of the business idea;
  - the name of the team leader;
  - the name/s of team members; and,
  - the name/s of advisors.
- II. Table of Contents
- III. Executive Summary (10 points)
  - Provide a one-sentence description of the business idea's product or service.

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- Whether it's for a new product or service, improving a current product or service in the marketplace, or expansion of an existing product or service business, summarize why your idea will be better than what currently exists, specifying key benefits and target markets.
- Conclude with a general summary of your company's goals for the next three years.

IV. Problem (10 points)

- What is the unfulfilled need/problem in the marketplace?
- Have there been prior approaches to solving this need/problem? Explain. If yes, what were their shortcomings?

V. Solution – Product/Service (10 points)

- Describe the product or service that is your solution.
- What are the key features and benefits?
- What is its current stage of development?
- What is the unique value proposition for the customer?

VI. Customers and Validation of Business Idea and Venture (10 points)

- Who are your customers? Give specifics re: demographics, income levels, etc.
- What assumptions were made leading the team to conclude there is market acceptance for your product or service and that you will generate revenue?
- What activities (interviews, surveys, presentations, prototyping, tests, etc.) did your team conduct with potential customers to validate these assumptions?
- Were your assumptions on target based on the results and feedback from these activities?  
If yes, explain.  
If no, how did your team pivot? What strategies were changed and why?
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IX. Revenue (5 points)

- What are your sources of revenue?
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### Creating Team Accounts:

As stated in Rule 15, the team leader is responsible for creating the team account in YouNoodle and ensuring application information and uploads are correct and complete.

*Team leaders must ensure the email address they use to set up their team's account will accept emails from [support@younoodle.com](mailto:support@younoodle.com) or from any other @younoodle.com address. YouNoodle will auto-generate an email regarding the status of account activity each time an update is made.*

Click on the Entrepreneurship Pelican Cup Link:

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and follow the prompts to create the account. When done, click "Create account,". After the account is created and you can see your dashboard, click on "Create a new application" to access the application form.

Team leaders with existing accounts in YouNoodle, whether for a previous Entrepreneurship Pelican Cup or for another competition should be able to log in at the Entrepreneurship Pelican Cup link with their existing credentials.

After the application is created, go to the Team Management tab. This is where you will add your primary advisor as the other administrator for the team account, as required in the rules. Please ensure first that his/her email account will also accept emails from any @younoodle.com domain.

In the team "Team Management" tab, follow the prompts to invite the primary advisor. Next:

- Insert the email address of the primary advisor and click on "Invite".
- The primary advisor will receive an email from YouNoodle with the invita

The phone number required of both the team leader and the primary advisor is crucial. Should the team make the finals, and especially if there are technical issues, these numbers should be ones where they can be reached quickly.

Note: Applications are considered incomplete until the business plan is uploaded. This is fine until the deadline to submit the business plan.

Team leaders can update applications anytime 24/7 until applications close.

To make edits and updates, team leaders need to log into the YouNoodle account, then click on "Dashboard" at the top of the column on the left side of the page. On the right side, click the application's box to access it. Once team leaders enter their application, they should click on "Application Form" on the left side menu and proceed, saving changes as prompted.

- Round 2 – Oral Presentations – 6 finalist teams selected from Round 1

A different team of judges is recruited for each round.

Round 1 (Written) – Judging Window February 26- March 11

Round 1 (Written)- Judges Deliberations March 13 and 14

The judges' pool for Round 1 is divided into groups for each division – 6 groups are expected but subject to number of submissions. There will be at least three and no more than six judges per group.



All presentations will begin at 9:00 a.m. and conclude at 4:00 p.m., followed by judges' deliberations.

Presentation Time and Breakdown:

Presentations are 50 minutes. A staff member from ULM will be assigned as timekeeper.

- 5 minutes     Begin setup of teams and judges; judges provide a welcome and introductions. Presentations may begin when teams and judges are ready.
- 20 minutes    Team presentation. The timekeeper will alert the team when five minutes and one minute remains in the formal presentation. If a presentation is finished before the 20-minute time limit, judges may proceed with the rest of the presentation schedule.
- 15 minutes    Q & A – teams are encouraged to anticipate judges' questions and have slides or other visuals prepared to supplement their responses.
- 10 minutes    Informal Q & A with judges, presentation closes.

It is not unusual for presentations to end before the 50-minute time limit. *However, teams are highly encouraged to take advantage of the opportunity to visit with judges and ask questions, seek advice, etc. during the informal Q & A period.*

Presentation Guidelines:

- All presentations will be conducted live at The Hangar on campus at ULM.
- Professional business attire is expected.

Presentation Content and Scoring Rubric 0 61 (l) -0.1 (s) -0.2 ( p) -0.1 (r) 0.1 ET Q q 0 TjET Q qe911.92 cm(0 Tf (jt) 0.

- Validation (20 Points) – The team explains the assumptions to show there will be market acceptance for their idea and that it will be profitable. The team gives strong evidence that they tested those assumptions with customers through discovery and validation processes. They discuss the milestones achieved during this process to validate market acceptance and profitability. Team members also point out lessons learned, comparing their initial assumptions to what they actually discovered during this validation process. They also identify major internal and external risks they've discovered that could threaten the venture and the contingencies they've devised to address them.  
*(Aligns with "Customers and Validation of Business Idea and Venture" and "Critical Risks" in business plan requirements.)*
- Go to Market Strategies and Revenue (20 Points): The team explains the research and development, personnel, key partners (including team members who are not students, if applicable), production, marketing and distribution channels, sales, and other key strategies that need to be implemented. The team also states the anticipated sources and streams of revenue and how they expect to generate enough revenue and profit for a viable business.  
*(Aligns with "Go to Market Strategies" and "Revenue" in business plan requirements.)*
- Management Team (15 Points) – The venture is led by the student team members. The students tell which executive management ("C-Suite") positions they hold in the company and why. The team explains why they are the right team to execute the venture.  
*(Aligns with "Management Team" in business plan requirements.)*
- Funds Required and Pro Forma Financials (15 Points) – The team states the amount/s and type/s of capital needed for the business, when it is needed, and how it will be used. The team also present and explain their income statement, balance sheet, and cash flow statement; each will have monthly projections for the first year and annual projections for years two and three.  
*(Aligns with "Funds Required" and "Pro-Forma Financials" in business plan requirements.)*
- Offering and Exit Strategy (5 Points) –

### Presentation Visuals:

Teams may incorporate PowerPoint slides or other audio/visual aids into their presentations.

As stated in the rules, ULM will not guarantee that videos, sound clips, fonts, and other electronic aids used by teams will work and/or display at full capacity.

Teams may also demonstrate product samples or prototypes for their presentations.

### Judging:

As in Round 1, decisions on finalists/winners in Round 2 are not judged solely on which teams receive the highest scores. Judges will have the rubric as their guide to assist them in preparation and during presentations.

Each track of Round 2 judges will decide the first, second, and third place winners in both divisions, to be announced at the virtual awards presentation April 19.

### Schedule and Links:

- The presentation schedule and a list of judges will be forwarded to team leaders and primary advisors in advance of finals.
- If requested, ULM and Pelican Cup staff will work with finalists to schedule testing from presentation locations for internet connectivity

- Teams are solely responsible for protection of intellectual property rights, such as patents, trademarks, and copyrights.
- Competitors should not assume any right of confidentiality in any data or information discussed, divulged, or presented.
- Neither ULM, nor its designated organizations, nor judges, nor sponsors, assume any duty to screen or otherwise control the identity of those attending, viewing, or hearing all or part of the presentations.
- By entering the Entrepreneurship Pelican Cup, teams agree that ULM will broadcast, record, photograph, or otherwise duplicate the presentations made during any phase of the competition.
- By entering the Entrepreneurship Pelican Cup, teams understand their idea has been publicly disclosed. Pelican Cup staff will not ask judges, reviewers, sponsors, staff, audience members, or any other individuals involved with the competition to sign non-disclosure or confidentiality statements.
- Teams agree that neither ULM and its affiliates, nor members of the judging panels, nor sponsors and their designated organizations, assume any liability for any disclosures of any information related to their submissions, which 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 at any time during the competition.

Competitors also agree that ULM, its affiliates, and other designated organizations may use videos, photos, transcripts, and/or recording(s) (in whole or part) for publicity and marketing purposes as their organizations may see fit, including those which may result in remuneration.

## Awards Presentation / Elevator Pitch Competition – Friday, April 19 – 11:30 a.m. – 1:00 p.m.

ULM is pleased to announce that Mike Preston, current managing director and head of the Site & Incentive Group for the Investment Banking Division of Stephens, and his wife, Anne Preston, award-winning television news anchor will co-emcee the awards presentation.

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Status of Beneficial Owner for United States Tax Withholding and Reporting (Individuals)) form to the ULM Foundation by noon April 12, 2024.!

All W9 and/or W-8BEN forms will be securely stored by the ULM Foundation. Forms submitted by all students and advisors on teams that are not winners in the competition will be destroyed. Winning team students and advisor forms will be stored securely and kept on file according to IRS rules.!

For all students who win \$500 or more, IRS 1099 forms will be mailed in January 2025. They will be addressed according to the information provided by team members on their tax forms.

If a 1099 form is returned by the post office as undeliverable, either due to a move or other circumstances, it is the responsibility of the team member or advisor to contact the ULM Foundation with a request to re-send their 1099s to an updated mailing address.

Neither Pelican Cup staff nor the ULM Foundation can provide guidance or recommendations regarding taxes.

#### Dividing Cash Awards:

Pelican Cup staff will contact team leaders and advisors for cash award distribution preferences.

For team members: Typically, the award is split evenly by the number of team members registered in the team's YouNoodle applications and by receipt of completed tax forms.

Teams may also request one of the following options, with conditions:

- Make the award payable to the team's company. An email must be sent by the team leader to all team members and to Pelican Cup staff on this decision. Each team member must verify their agreement of the distribution via an email reply to all. Once email agreements are received from all team members, the team leader needs to email a completed company W-9 to ULM. Once received, the award payment will be processed.
- Process different distribution amounts to team members instead of an 'even split.' The team leader will email a spreadsheet with each team member's name and the amount of his/her proposed distribution to all other team members and to Pelican Cup staff. Each team member must verify their agreement of the distribution via an email reply to all. Once Pelican Cup staff receives email agreements from all team members, the awards payments will be processed accordingly.

For advisors: Each 1 , 2 , and 3 place team advisor listed as "Primary Team Advisor" in the team's YouNoodle application will receive a check for \$3,000. Primary advisors may share their award with another advisor –

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Remittance:

For team members winning cash, awards will be made !

- via ULM Foundation check requests.  
Checks will be processed in the name of each respective team member and mailed to the address as indicated on their W9 or W8-BEN form!
  - For non-ULM faculty advisors via ULM Foundation check requests  
Checks will be processed in the name of primary faculty advisor and mailed to the address as indicated on their W9 or W8-BEN form!
- For ULM advisors (faculty or staff employees) winning cash, awards will be processed via a University Payroll Action Form and coded with the appropriate ULM Foundation Banner Index/Fund. !