



beis

BIOTECHNOLOGY
**INNOVATIVE
SOLUTIONS**
COMPETITION



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Bio Innovative Solutions (BIS) Competition October 3, 2015

Mission Statement

This year's Bio Innovative Solutions (BIS) competition hopes to encourage entrepreneurial thinking and problem solving amongst University students. Teams will have the opportunity to present their ideas to a panel of judges consisting of both industry professionals and researchers who will assess their proposals on the basis of three criteria: (1) Innovation, (2) Market Potential, and (3) Technical Detail. Teams will submit a proposal identifying the problem and their proposed solution and will present five minute pitch in front of the judging panel at the Biotechnology Entrepreneurship Symposium.

The BIS competition will facilitate inter-disciplinary interaction, research, and friendship which will be both academically and personally beneficial to participants. The connections made and practise gained over the course of this competition will enrich and diversify the knowledge and understanding of each participant's field of study. We hope that participants will gain new skills and discover new opportunities that will help them on their journeys.

The goal is to propose an innovative solution to a problem related to the field of Biotechnology. Your solution must be logically and technically sound, achievable by today's technology, and be able to be commercialized and grown into a company or organization.

Team Details

Teams are encouraged to be multidisciplinary and will consist of three to four members that are University or College graduate and/or undergraduate students.

Deadlines and Submission Procedure

- **September 23rd, 2015** – Deadline for the submission of the names of your team members and a team name by 11:59 pm.
 - Send an e-mail to beuwin@uwindsor.ca
 - Include names and programs of all team members and their roles in the team
- **September 23rd, 2015** – Deadline for the one page brief proposal (mandatory, will be used to select the top 10 teams)

- Send an e-mail to beuwin@uwindsor.ca with the **.pdf file** of your brief proposal
- Be sure again to include your team name and the names of your team members
- **September 28th, 2015** – 10 successful teams are selected for the Business Pitch Competition
- **October 3rd, 2015** – Business Pitch Competition and Award Presentation (selection of the winner).

Guidelines

a. Brief Proposal

The purpose of this one page proposal is to BRIEFLY present your problem and proposed solution with its market potential. This portion will not be scored but will serve as a summary of your thoughts and ideas for the information of the judges. Proposal should be typewritten in Times New Roman 12 pt. font, single-spaced, with 1-inch margins. You may include more sections in these documents than the required sections as you see fit.

Your brief proposal **MUST** include:

- Team Name
- Names of the Team Members
- Project Title
- Problem: State the problem that your proposed solution will solve.
- Solution: State (1) the nature of your solution (application, website, software, device or innovation¹), (2) how it will solve the problem, and (3) the market prospects².
- Technical Details: Provide explanation of any concepts e.g., theories, technologies, specifications necessary to the explain how the solution will be executed and function)

¹ Innovation – An ideology, biological technology, or other solution that does not fit into the other four categories.

² Market prospects may include identification of the target market, distribution plans, and manufacturing techniques.

- Market Potential: Provide market assessment, and state how you foresee the solution being created and its sustainability in the market. Include quality control measures required to ensure the viability of the solution.
- Conclusion

b. The Pitch

The purpose of this component is to make an elevator pitch for your solution at the day of competition. In five minutes your team should convince viewers of the need for your solution and explain how it works.

Your pitch will be judged and MUST include:

- Team Name
- Names of the Team Members
- Statement of the Problem
- Need for a Solution
- Statement of the Solution
- Outline of the Technical Aspects of the Solution (how does it work)
- Market Potential

Judging

The judges will assess your projects on the basis of three criteria: (a) Innovation, (b) Market Potential, and (c) Technical Detail.

a. Innovation

The mark of a truly innovative idea is its ability to revolutionize an industry, the daily lives of individuals, and provoke thought. An innovative solution will demonstrate creativity, out-of-the-box thinking, and daring. These solutions will amaze the judges with their simplicity and/or sheer brilliance.

- Poor (Solution exists in the market/Solution does not solve a problem/Problem has already been solved and proposed solution provides no discernible benefit relative to the existing solution)
- Satisfactory (Interesting solution/Improves on existing solution)
- Great (Revolutionary idea/Solves a problem that has not already been solved or is much better than the existing solution/Demonstrates excellent critical thinking and creativity/Presents novel solutions)

b. Market Potential

To make a dream a reality we need hard work and resources (e.g., money) and the key source of money is investors. You must prove the market potential – the need and



purchasing power of the individuals in your target market (the group of people that you hope will buy or benefit from your solution). A solution with excellent market potential will have high profit margins, simple distribution, is easily understood and accessed by your target market, and a group of people willing and able to pay for it.

- Poor (Tiny group of potential buyers/Buyers are unwilling or unable to buy or access the solution/No discernible plan of execution)
- Satisfactory (Basic plan of execution/Reasonable target market with ability to buy or access the solution)
- Great (Detailed marketing plan/Large target market willing to buy or access solution/Exceptional planning and communication)

c. Technical Detail

Dreams are nice but intangible. You must prove that you can make this solution a reality. The ability for you to explain to the judges exactly how your solution will be made and why it will work will be evaluated here. An exceptional solution will provide detailed schematics, concept drawings, and/or procedures that can be used to create a prototype. Note: It is NOT necessary to make a prototype for this competition; you must only prove that it is possible with today's knowledge.

- Poor (No or little attempt to explain how the solution works/Unrealistic to execute suggested solution)
- Satisfactory (Made some attempt to outline requirements and explain how the solution works/Reasonable to execute plan/Sufficient detail provided)
- Great (Highly detailed and explicit description of the solution/Provides clear and executable guidelines to create the solution/Provides solid proof that the solution will work/Demonstrates exceptional technical knowledge and research)



Rubric

	Poor				Satisfactory					Great
Innovation	1	2	3	4	5	6	7	8	9	10
Comments										
Market Potential	1	2	3	4	5	6	7	8	9	10
Comments										
Technical Detail	1	2	3	4	5	6	7	8	9	10
Comments										
Total Score										

Conclusion/Disclaimer

All submitted solutions and work, whether written, recorded, or spoken, must belong exclusively to the team members and be their own original work.

We wish all the participants the best of luck and encourage you to contact us with any questions or comments at beuwin@uwindsor.ca.

–Thank you!

