Little Bang! Poster Competition Guidelines – Session 1

Event Information

Monday, January 31, 2022 • 6-8 p.m. • Gallagher Hall, Grand Foyer

The Little Bang! Poster Competition is open to any currently enrolled student at the high school, undergraduate or graduate level and is designed to help participants define their business idea and communicate it concisely using a poster. Up to thirteen awards available. This is an entry-level competition; no prior business experience is necessary.

Customer Call Requirements

As you prepare for the Little Bang! Poster Competition, use the Customer Call Summary Template provided on the Little Bang! webpage. Ask questions of at least five people (potential customers) to test whether you are working on the right problem and making accurate assumptions regarding your business idea. You are required to integrate this information into your poster, and submit your completed Customer Call Summary by emailing it to Session.ycso3t0etz960c0r@u.box.com by January 24, 2022 by 12:00 p.m.

Poster Requirements

Posters must be presented in a 36” by 48” format (portrait or landscape). You are required to include (but are not limited to) the following information:

- **Business Idea (overview):** Describe the business in 1-2 sentences. Use a logo, pictures and graphics wherever possible. Succinctly describe what you’re doing, who it’s for, and how the idea is special.

- **What (problem and solution):** Describe the problem you are solving, and how your business idea will address that problem. Include what you learned from the 5 customer calls you made, and list the names/titles of those you interviewed.

- **Who / Where (target market):** Describe your target market, including the primary users of the product/service and the intended customers (i.e., purchasing decision makers).
• How (differentiation): Describe what sets your business idea apart. If someone is already providing a similar product/service, how is your solution better or different?

Poster Submission Guidelines

Participants who submit their posters according to the following guidelines and deadlines will have their posters printed free of charge for the competition.

How to submit your poster for printing:

• Submit your poster directly to UC Davis Reprographics by January 24, 2022 at 12:00 p.m.
• Go to UC Davis Reprographics https://reprographics.ucdavis.edu/large-format/order
• Enter Contact Information:
  o Enter your name and contact information.
  o Enter “Little Bang! Poster Competition” under the recharge number
  o Enter “Pickup at Hoagland Hall”
• Enter Project Information:
  o Title of Project: Little Bang! S1 <enter your team name>
  o Expected Delivery Date: No later than January 31, 2022
  o Number of Large format files: 1
  o Number of copies: 1
  o Poster size: 36x48
  o Type of material: Presentation Bond
  o Lamination Options: None
  o Mounting options: None (poster boards are provided the night of the competition)
  o Finishing Options: None

Teams will be notified by UC Davis Reprographics when their poster is ready for pick up at the Hoagland Hall UC Davis Reprographics location. Each team is solely responsible for submitting their poster to Reprographics, picking it up, and bringing it to Gallaher Hall on January 31, 2022.

Pitch Requirements

Prepare a 90-second pitch to spectators and judges to deliver as you present your poster in the competition.

Rules & Regulations

• Entrants must adhere to all participation and submission guidelines and deadlines.
• Ideas submitted as part of a teams’ new business venture must represent the original work of the team members.
• Only one submission of a new business venture per team is permitted. Each submission should consist of a 90-second pitch, a Customer Call Summary, and a 36” x 48” poster emailed and submitted to UC Davis Reprographics.
• Individuals may be a member of only one team. Teams may be as small as one person; there is no maximum number of team members. Typical team size is between one and four members.

• The university reserves the right to disqualify, in its sole and absolute discretion, any team from the competition at any time for any reason. Reasons for disqualification may include but are not limited to: plagiarism and any other form of academic dishonesty, misappropriation or infringement of the intellectual property of others, and/or any failure to comply with these rules and regulations. Disqualified teams shall forfeit any and all prizes awarded to them.

• Prize money is awarded to a designated team member and not the business entity. Your team is responsible for dividing prize money among team members. It is not mandatory for the award money to seed the start-up.

• Teams may not compete if the new venture has already received funding from any outside sources (i.e. angel investors, venture capital, prize money from other competitions, etc.) totaling more $5,000 by the start of the Fall Quarter 2021.

• Session 1 awardees must agree to following in order to receive their award:
  2. Write a one-page (minimum 500-word) blog post establishing milestones for developing their business idea and reflecting on lessons learned participating in Little Bang!
  3. Submit a selfie with their award certificate.
  4. Complete an awardee payout form.

**Questions?** Contact Little Bang! program coordinator, Lindsay Lowry, lalowry@ucdavis.edu.

**Reminder**

**To compete at Little Bang! Session 1, complete/submit by January 24, 2022 by 12:00 p.m.:**

**Team Registration**
Complete registration at [https://innovate.ucdavis.edu/little-bang-poster-competition](https://innovate.ucdavis.edu/little-bang-poster-competition)

**Customer Call Summary**
Email document to session.ycso3t0et960c0r@u.box.com

**PDF Copy of Poster**
Email to PDF to session.ycso3t0et960c0r@u.box.com

**Poster for Printing**
Complete order at [https://reprographics.ucdavis.edu/large-format/order](https://reprographics.ucdavis.edu/large-format/order)