

Licensing Executives Society Foundation
International Business Plan Competition: Licensed for Growth!

2016-2017 Competition Guidelines

The Licensing Executives Society (LES) Foundation, in cooperation with The Licensing Executives Society (U.S.A. and Canada) and the Licensing Executives Society International (LESI), offers a unique business plan competition for emerging companies and student teams that focuses on intellectual property (IP), licensing and IP strategy.

The LES Foundation is pleased to extend its invitation to ALL start-up companies that meet the competition qualifications.

Participating teams receive:

- Use of IP analysis tools (IP Tool Box) to develop the First Round business plan
- Industry-specific mentorship from LES members
- Comprehensive feedback from judges at each stage of the Competition

Chosen teams will advance to the Final Round, which will be held just prior to the LES (USA & Canada) Spring Meeting, May 9-11, 2017 in Washington, DC. The Final Round will consist of a virtual competition with at-large judges from around the world.

All finalist teams will receive:

- Extraordinary mentorship, judging and feedback from IP and licensing professionals.
- Opportunities to network with global IP leaders
- Learn how intellectual property strategy supports your business plan.
- The chance to win valuable cash and in-kind prizes

Key Dates

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| November 16, 2016 | Team registration opens for the competition. Teams must register at http://les2017.startupcompete.co |
| December 16, 2016 | Team registration for mentors and IP ToolBox closes at 5:00 p.m. PST (Pacific Time - CA, USA). Submission of business plans continues until the first round deadline, but teams must register at http://les2017.startupcompete.co prior to this deadline in order to be assured of receiving LES mentoring support and to have access to the IP ToolBox and business plans from previous years. These benefits may not be available to registrations that occur after December 16 th . |
| February 10, 2017 | First round of the business plan submission closes.
All business plans are due by 5:00 p.m. PST (Pacific Time - CA, USA) |
| March 2, 2017 | Finalists Announced at http://www.lesfoundation.org |

March 3, 2017	Finalists may choose an additional item from the IP ToolBox
April 11, 2017	Deadline for submitting Final Round presentations, videos, and updated business plans by 5:00 p.m. PST (Pacific Time - CA, USA)
May 8, 2017	Virtual Competition Finals with On-site and At-Large Judges around the world. Finalists must be available via phone.
May 9-11, 2017	Competition Ceremony during LES Spring Meeting, Washington, DC

Requirements and Guidelines

This Competition is intended for ALL start-up companies with less than a \$200,000 equity investment as of November 16, 2016.

- A team is considered international if it is located outside of the U.S.A/Canada region, and the majority of the team members are not U.S. or Canadian citizens.
- In order to be eligible for the Best Student Team Award, the team must consist entirely of students and at least one graduate student. The students may be from different universities.
- Each start-up company must have less than a \$200,000 equity investment as of November 16, 2016.

Eligibility. This Competition is for start-up business ventures.

- The business concept and business plan must represent original work of the team.
- Mentors and advisors may only provide guidance.
- The business plan must contain an intellectual property component, which is based on an IP asset developed in-house or licensed from a third party. The IP component must include an analysis of the proposed venture's IP assets and a strategy for how these IP assets are or will be commercialized. Commercialization may include, but is not limited to, licensing arrangements.

Format & Content of Business Plans.

Submission format: a single, printable PDF file not to exceed 30 single-spaced pages, using a 12-point font and 1-inch margins. Business plans that exceed 30 pages total will not be judged.

Required sections are as follows:

- Executive Summary (2 page maximum)
- Business Plan (20 page maximum)
 - Company Overview
 - Description of products or services.

- Analysis of IP assets (patents, trademarks, copyright, trade secrets) and IP strategy. Indicate status of applicable IP and describe the team's strategies for commercializing the IP, including:
 - Patents issued, patent applications filed, only invention disclosures in place. Also in what countries is coverage anticipated
 - Trademarks registered, applications filed
 - Copyrighted materials that have been or will be produced
 - Categories of trade secrets and the steps to protect them as trade secrets (note: the business plan should not reveal the trade secret).
 - IP Strategy
 - Strengths and weaknesses in IP portfolio and strategy
 - For more information on IP, see Resources section at: <http://www.lesfoundation.org/competition/2017.html>
- Market Analysis and Marketing Strategy
- Operations
- Management
 - Capability of team members
 - Weak points in skill sets and management personnel needs
- Summary financials, including details of any licensing agreements
- Resume or biography (1 page maximum) for each team member

Registration and Submissions:

The LES Foundation is using the Startup Compete website to administer the Competition. Team registrations and business plans will be submitted via <http://les2017.startupcompete.co>.

Conditions of Participation:

Submission of a business plan to the Competition constitutes each team member's agreement to be bound by the 2016 – 2017 Competition Guidelines and by the decisions of The LES Foundation.

- **Warrants:** Each team member represents and warrants that the team has all rights, title and/or interest in the business plan submitted, that information it contains is accurate and complete, and that submission of the business plan is not and will not be violating any contract or third party rights including any patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy right.
- **No Confidentiality:** Submitted business plans are considered non-confidential. Even if the business plan is marked as confidential or proprietary, there is NO confidentiality obligation or protection by any recipient and no one will sign non-disclosure/confidentiality statements on behalf of any team. The LES Foundation asks the judges and mentors to use the business plans only for the purpose of evaluation and for providing feedback to the teams and to refrain from disseminating the business plans beyond judges, mentors, the Competition organizers, and the LES Foundation Board members.
- **Waivers and Releases:** The judges, mentors, in-kind prize donors, LES Foundation Board members and Competition organizers, (collectively, "Competition Group") are volunteers

and are under no obligation to render any advice or service. The views expressed by any person of the Competition Group are their own and do not represent those of the LES Foundation, LES (USA & Canada), LESI, or any other person or entity. In consideration of the time, expertise and other resources provided by the Competition Group, each team member hereby voluntarily releases each person of the Competition Group from any further liabilities, responsibilities, and accountabilities relating to or arising out of the Competition. In no event shall The LES Foundation, LES (USA & Canada), LESI, or the Competition organizers be liable for any advice, information or decisions made for or on behalf of the Competition or for incidental or consequential damages of any kind.

- **Participation Agreement and Privacy and Terms of Use:** Startup Compete's Participation Agreement and Privacy and Terms of Use agreements govern the team's use of the Startup Compete website; per the Participation Agreement, Startup Compete may use the business plans and other team data for "research and other charitable purposes". The Guidelines govern the team's participation in the 2016-2017 LES Foundation International Business Plan Competition.
- **Use of Team Materials:** The LES Foundation will have the right to use certain information about the team and their business plan for marketing and PR purposes related to the Competition, including, but not limited to, name of company or university (for student teams), team name, team pictures, logo, and an abstract.
- **Final Decision:** The selection of the judges, the selection of the finalist teams, and the awarding of prizes are solely at the discretion of The LES Foundation. Situations that are unclear or not contemplated by the Guidelines will be resolved by The LES Foundation and their decision will be final. The LES Foundation reserves the right to amend the Guidelines without notice.

Mentoring and First Round Judging

Teams must register at <http://les2017.startupcompete.co> **between November 16, 2016 and December 16, 2016** to have access to IP ToolBox to develop the business plan.

Resources:

- **Mentor Faculty:** Teams may designate an interest in the IP Business Mentoring Support Program prior to December 16, 2016. Under this program, IP business experts are available for at least a 30-minute conference call to answer questions and provide feedback to teams.
- **IP ToolBox:** Teams may designate an interest in the IP Showcase prior to December 16, 2016.
- **Previous winning business plans:** Once registered, teams may gain access to a password-protected Resources webpage containing previous winning business plans. Note: The Team Resources webpage and the IP Mentoring Support Program are intended for use by team members (and faculty advisors of universities for student teams) participating in this year's Competition.

Examples of business plans with an IP component include:

- A start-up company licensing a patent-pending technology from a university and developing, manufacturing, and selling the product based on this technology.
- A biotech company licensing its patented product to a pharmaceutical company.
- An emerging business developing a copyrighted software product and licensing it to value-added resellers and end users.
- A consumer product company licensing trademark and trade secrets to an international partner.
- For additional examples, the business plans of previous winners can be viewed at the Resources webpage at <http://www.lesfoundation.org/competition/resources>. The password is provided to teams that complete the registration.

Business plans can be submitted by registered teams starting January 2, 2017 and must be submitted via <http://les2017.startupcompete.co> by 5:00 p.m. (Pacific Time - California, USA) on February 10, 2017. To confirm time remaining, check the clock on the Startup Compete website.

Any changes to the schedule for team registration and submitting the business plans will be posted at <http://les2017.startupcompete.co>.

An unlimited number of student teams from the same university may participate in the First Round. At The LES Foundation's discretion, the selection of finalist teams in the student category may represent a diversity of universities and geographic regions.

The business plans will be judged according to the following criteria:

- Quality of IP and licensing component. What is the IP and what is its quality? Is good use of IP being made, given the quality?

- Compelling presentation. (Succinct, clear, convincing description. Does it make sense? Has the team identified anticipated risks?)
- Quality of products or services offered.
- Market opportunity (a clear market need).
- Distinctive competence/point of difference in the marketplace (the competitive advantage)
- Management capability (management team, including identified needed skill sets, capable of handling the anticipated risks).
- Financial (understanding the financial requirements of the business).
- Investment potential (an attractive investment opportunity).

Submissions complying with the Guidelines receive feedback from the judges.

Finalist Selection:

At least 2 teams from the U.S.A./Canada region and at least 1 international team will be selected to make presentations via previously uploaded video or slide presentation and live question and answer session via telephone at the Final Round of Competition in May.

The finalists will be announced on **March 2, 2017**.

The finalist teams must be available to attend a pre-scheduled presentation and question and answer period via telephone during the Final Round. The Final Round will be held prior to the LES (USA & Canada) Spring Meeting in Washington, DC. Teams will also be required to complete multiple forms, including permission and tax forms.

Final Round Judging and Awards Presentation:

The PowerPoint presentation or video of 10-minute length maximum, and any updated business plan must be submitted by the finalist teams via <http://les2017.startupcompete.co> by 5 p.m. Pacific Time – California, USA) on April 11, 2017. To confirm time remaining, check the clock on the Startup Compete website.

During the Final Round, each team will be available by phone for the 10-minute presentation, which can consist of either a review of the previously-posted presentation of video, and a 15- minute question and answer session with a panel of judges. The presentation will be made in front of the judges and other interested LES/LESI members. Each presentation may be recorded and the recordings and videotapes will be available to the judges and for future Competition participants. LES/LESI members, media personnel, and the general public are invited to be in the audience during the presentations and Q&A.

The judges will select the teams for the prizes described below. The finalist presentations and written business plans will be judged according to the same criteria as the First Round.

The Awards Ceremony announcing the teams and their prizes will be during the LES (USA & Canada) Spring Meeting, May 9-11, 2017.

Prize money will be evenly distributed among the team members listed on the team registration, including those who do not attend the Final Round. Note that prize payments are treated as income by The LES Foundation and the U.S. Internal Revenue Service. Taxes on the prizes are solely the responsibility of the team members. Prizes awarded to non-U.S. residents may be reduced by the applicable U.S. withholding taxes. The LES Foundation cannot provide tax advice; therefore, team members are encouraged to consult a tax advisor. To receive the prize money, the participants will submit any applicable forms, such as:

- W-9 "Request for Taxpayer Identification Number and Certification" (<http://www.irs.gov/pub/irs-pdf/fw9.pdf>) for U.S. residents; and
- W-8BEN "Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding" (<http://www.irs.gov/pub/irs-pdf/fw8ben.pdf>) for non-U.S. residents.

In-Kind Prizes:

A list of in-kind donors, with descriptions of the applicable services, will be available on The LES Foundation website (<http://www.lesfoundation.org/>) before the Final Round. Teams must sign an engagement letter with the in-kind donor by **June 30, 2017** and use the donated services as described in the engagement letter. Services are to be provided subject to the in-kind donor's conflict clearance.

Cash Prizes to be awarded to Finalist Teams:

Team Type	Award
Winning Team	\$10,000
Team receiving LESI Global Award This award will recognize the team whose plan best deals with IP rights and their use (including licensing) in the global business environment	\$5,000
Runner-up Finalist Teams	\$1,000
Student Team Award	To Be Announced
Members' Choice Award	To Be Announced

Questions:

For questions, please contact Dr. Annemarie Meike, Competition Director, at bplan@lesfoundation.org.

About The LES Foundation, LES (USA & Canada), and LESI

The Licensing Executives Society (USA & Canada), Inc., is the preeminent professional organization in the field of IP transfer and commercialization in the U.S.A. and Canada. It is one of 32 national and regional societies of The Licensing Executives Society International (LESI), which has over 10,000 members worldwide. The LES Foundation was established by LES (USA & Canada) to increase awareness and understanding of the licensing of IP rights and to communicate the critical role licensing plays in bringing creativity and innovation to the commercial marketplace.