



Eagle Works

TENNESSEE TECH

Agenda

- Eagle Works Competition
- I&E Certificate
- Biz Foundry
- Resources
- Upcoming workshops/events
- Questions

Competition Overview

- Saturday, April 15
 - 12-1:30 Tradeshow
 - 2-4ish Final pitches
- Shark Tank style event
 - Compete alone or on a team
 - 7 minute pitch, 5 minute Q&A
 - Innovative idea – does not need to be created but must be plausible and feasible
 - Don't worry about starting a business (unless you want to!)
 - Thousands in scholarships to be awarded
- Sign up for newsletter on website (tntech.edu/eagleworks)

How to Compete

- Have an innovative idea
 - Can be anything – business, service, app, invention
 - Actual business not required
- Form or join a team
 - Team not required but highly recommended
 - No idea but want to compete? Find a team
 - Having trouble finding a team or teammates? Contact Andrea akruszka@tntech.edu – we will help as much as possible!
- Be sure to review the How to Compete/FAQs pages
<https://www.tntech.edu/eagleworks>

How to Compete

- Create a business model/plan
 - Base it on the rubric – link is under FAQs on the website!
 - Watch the Business Model Canvas video on EW website (How to Compete)
 - We have mentors and The Biz Foundry to help you
 - Template available on FAQs page of website
- **Submit model two weeks before the competition**
 - Wednesday March 29 by 11:59 p.m.
 - ALL late submissions will lose 20 points in rubric***
 - Don't wait til the last minute!
 - No changes accepted after 11:59 p.m. without penalty

How to Compete

- Develop a pitch and practice it!
 - 7 minutes MAXIMUM
 - Tells the story
 - Presentation shouldn't be overly complex, is a supplement to your pitch
 - Presentation is NOT required
- We will have multiple pitch practices prior to competition!
 - Use these sessions to get feedback and update your pitch. We will help as much as we can!

How to Compete

- If preliminary rounds necessary (assume they will be!):
 - Teams will select the evening of April 4 or April 5 to present
 - Not every team member needs to be there
 - There is no makeup date or time – teams must participate during one of these days
 - You will do your 7 minute pitch
 - Judges will have 5 minutes for Q&A
 - If you don't have an answer – “Great question! We'll research that and get back to you!”
 - We will call time at 5 minutes even if you are in the middle of an answer

How to Compete

- We will provide a laptop for presentations
 - We HIGHLY recommend using PowerPoint widescreen format and sending your file to [Andrea akruszka@tnitech.edu](mailto:Andrea.akruszka@tnitech.edu) ahead of time; however
 - Save your presentation as a PDF to make sure it will be compatible, fonts will stay the same, etc.
 - Bring a copy of your presentation on a USB drive – backups are always a good idea!
 - We highly recommend NO video!
 - Test your presentation before you compete!

Preliminary Judging

- Judges are business and community leaders, entrepreneurs, etc with a variety of backgrounds
 - If a judge has worked with a team, they may still ask questions but they will not submit a rubric for that team
- Judges will receive business summary before competition
- They will score your pitch based on rubric on FAQ section of website
- After all teams have pitched, the judges will deliberate on finalist teams (5-6 total)

Finals Judging

- There will be 3-5 finalist judges – business and community leaders, entrepreneurs, etc
 - If a judge has worked with a team, they may still ask questions but they will not submit a rubric for that team
- Judges will receive business summary before competition
- They will score your pitch based on rubric on FAQ section of website

Awards

- Over \$10,000 in awards
 - First, Second, Third place
 - Smaller awards can go to any team, not just finalists!
 - Rural Reimagined
 - Others
- Awarded as a **SCHOLARSHIP**
 - Excess aid
 - If at federal maximum, let us know, we will do our best to work something out

Competition Day Overview

- 12-1:30 – Tradeshow – Bell 260
- 1:30 – Finalists announced
- 2:00 – Finalist pitches – Bell Hall Auditorium

- Public event- **INVITE FRIENDS AND FAMILY!**

- **Times and locations may change!**

1-2:00 – Tradeshow

- Tradeshow
 - Chance for the public to interact with you
 - 8' table with black cloth
 - No electricity
 - Setup (starting at 10 a.m.)
 - We will announce finalists at 1:30

2:30 Main event – Bell Auditorium

- Top 5-6 finalist teams will pitch/present on stage to the finalist judges/audience
 - Same format as preliminary rounds
 - You will have an HDMI connection to the monitor
 - 7 mins pitch, 5 mins q&a
- Only the judges can ask questions, you will not interact with the audience
- First team will pitch, second team is on deck – order will be randomized once finalists announced
 - Efficiently rotate until all 5-6 teams have pitched
 - A time keeper will alert you of 2 mins, 1 min, and 30 seconds (green, yellow, red card)
 - You will have a confidence monitor

Main event continued

- After pitches, judges confer in private area for ~30 minutes
- Speakers will present during this time
- Announce winners
- Receive BIG checks, take pictures

Intellectual Property

- You will own all rights to your business; however, there are a few caveats:
 - Significant use of university resources may require equity share; also:
 - There are circumstances in which you can optionally choose to partner with TN Tech for an equity stake in your company to cover patent filings, legal work, etc. Please view the video linked on the FAQ page.
- Review the IP Policy – link is on the FAQ and How to Compete sections of Eagle Works website.
- If you are competing, you will be sharing information about your idea with Eagle Works staff, judges, and potentially the general public. If you have concerns about your intellectual property, please contact us so we can connect you with someone who can assist.

More to Come

- Join mailing list, watch Tech Times, watch websites for all the updates
- Several workshop dates include time for working on your project, asking questions, and getting feedback. Take advantage of that!
- Remember – we are here to help!
 - We are happy to meet with you anytime before March 28
 - We can review your business model, pitch video, and give feedback.
 - Reach out through the Contact Us page!

Important Spring Dates

- Jan-18 Spring Kickoff/Info Session
- Feb-01 Business Model Canvas
- Feb-08 Elevator Pitches (info & workshop)
- Feb-13 Pitch Practice
- Feb-15 IDEA CHALLENGE
- Feb-22 Prototyping/MVP
- Mar-01 Effective Presentations
- Mar-08 Help Session/Feedback
- Mar-22 Pitch Practice/Model Review
- Mar-23 Pitch Practice/Model Review
- Mar-28 Pitch Practice/Model Review
- Mar-29 Business Model Due
- Apr-03 Pitch Practice
- Apr-04 Prelim round day 1
- Apr-05 Prelim round day 2
- Apr-14 Final Pitch Practice/Run-through
- Apr-15 Eagle Works Finals/Tradeshow

Podcast

- Supplemental to workshops
- Tips, tricks, guest interviews
- Search “Eagle Works Podcast” wherever podcasts are found
 - Google, Apple, Spotify, Pandora, etc

I&E Certificate

- Open to all majors
- Hours split between classes and experience
- Information on webpage!
- <https://www.tntech.edu/innovation/> → Academic Programs → I&E Certificate
- Talk to your advisor then contact us through webpage if interested
- Don't wait until right before you graduate! Start early for the most help!
- If you are graduating this semester, start this process now!!!

URECA

- Provost mini grant \$3,000
- https://www.tntech.edu/provost/ureca/ureca_grant_program.php

Biz Foundry

- <https://www.thebizfoundry.org/>
- Coworking space and LaunchTN accelerator
- Mentorship
- Networking and learning opportunities

Need Help?

- Business Model
Jeff at the Biz Foundry jeff@thebizfoundry.org
- Mentors
We can connect you with local entrepreneurs
- Funding
URECA has \$\$\$\$\$!!!!
https://www.tnitech.edu/provost/ureca/ureca_grant_program.php
- Workshops
Continue to come to them! Full schedule on webpage!
- General Info
Michael and Andrea
Email akruszka@tnitech.edu

www.tntech.edu/eagleworks

Follow us on FB/Insta: @TechEagleWorks

Podcast: “Eagle Works Podcast”