

Silicon Valley Center for Entrepreneurship

NEAT IDEAS FAIR 2009

December 2nd, 2009 (Wednesday)

Barrett Ballroom

Exhibition Guidelines

What is a Neat Idea?

A neat idea is any practical idea that can change the world for the better; it can be a new product, process or service, or simply a new application of existing technology. We expect a neat idea to be innovative in some way, but not necessarily radical. (A new approach to implementing a standard computer program would fit if it created new benefits.)

Overview and Structure of Exhibition

A small exhibit will be designed to demonstrate the value of the Neat Idea. The exhibit should include at a minimum, a poster board display of the Neat Idea, but participants are encouraged to include models/prototypes, pictures, demonstrations, computer displays, or any combination thereof to help the audience and judges fully understand the value and utility of the product, process or service. A great presentation will make somebody else want to work with this business, or invest in it if they had money.

How to present your Ideas:

Two-fold Poster board format (max. dimensions: 36 x 48 inches), as shown in the picture below (this is the Hunt ExecutivePro Display Board):

The poster board should be self-explanatory, since exhibitors may not be able to be present at the Fair throughout its opening hours. The poster board may be accompanied by a prototype or physical display of the idea. A computer display would also be permitted. In short, any form of visual display that conveys the idea, will be allowed.

Do you have a photograph or two? Or a chart or other graphic? Can you blow them up? If you can, it shouldn't take too long to make a display. Just put the name of your company in huge letters at the top, then a headline saying what it does. Put the pictures in huge form. Then print your executive summary and whatever else you think is relevant in 14-18 point type.

MARKET IN 2010

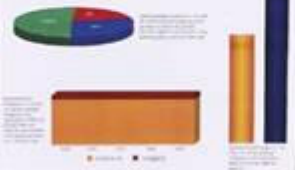
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CONSUMER PRODUCTS



Private Markets to Grow 10%



MARKET IN 2010

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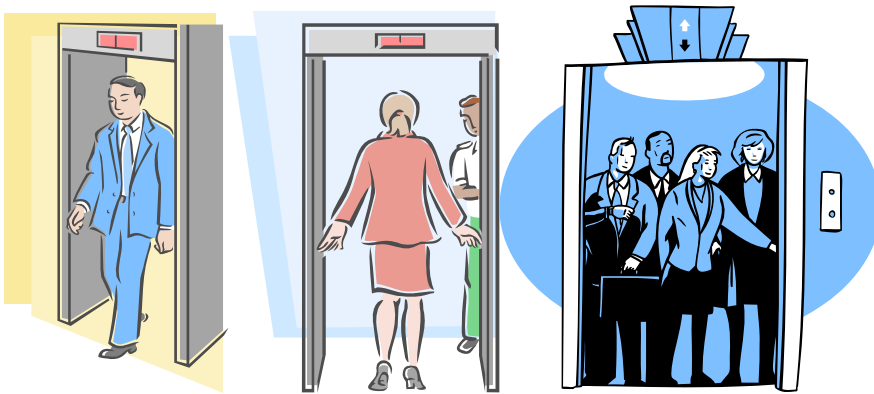
Elevator Pitch Competition

Overview and Structure of Competition

The elevator speech will allow judges to assess the commercial strength of the new idea by listening to the content and persuasiveness of the speaker. The analogy was derived from the short duration of an elevator ride; what would you say if you happened to get into an elevator with someone who could buy or fund your idea? The goal would be for your Elevator Pitch to get you an opportunity to make a formal presentation.

Each participant will have a maximum of two (2) minutes for their elevator pitch, which should answer several key questions:

- What is your vision?
- What is new or unique about this idea?
- Who are your customers and why will they want this?
- Why is your idea going to be successful?
- Who else is doing it?
- Why should an investor be interested?
- What specifics do you have to support your case?



Executive Summary Challenge

Overview and Structure of Competition:

The Executive Summary Challenge will allow participants to receive feedback and possibly recognition and rewards for their new idea without having to write a comprehensive business plan. The goal of this competition is to serve as a launching pad for ideas that could have business potential.

Each idea submitted, should be no more than one written page in length. The summary should be typewritten, it can be single or double spaced, and it must be in 12" font. Graphic elements should be minimal. The summary should answer several key questions, but participants are encouraged to include additional information specifically relevant to their product, process, or service:

- What makes your idea novel or unique?
- What are your idea and its general purpose?
- Who are your customers and why will they want this?
- Why is your idea going to be successful?
- Who else is doing it?
- Why should an investor be interested?
- What specific substance do you have to support your case?
- What have you done to turn this idea into an actual product?



FAQS for Neat Idea Fair Exhibitors

Q: Who can participate?

A: Anybody affiliated with SJSU, alumni, students, faculty, or staff can present a Neat Idea.

Q: Can I enter two different projects?

A: Yes.

Q: What are the prize categories?

A: Best Presentation, Best Executive Summary, Best Elevator Pitch, and People's Choice Award. There will be a separate prize in each category. Click on Awards for details.

Q: How do I register?

A: Advance registration is required. Click on Registration and follow the instructions.

Q: Is there a schedule of events?

A: Yes. Click on Agenda for details.

Q: What is the time commitment required?

A: If possible, somebody should be manning the display to answer questions. If you are on a team, you do not all have to be present. The displays will be open to the public from 10am – 5pm on December 2nd, 2009. Please check on the Neat Ideas Fair agenda for details.

Q: How do I present my Neat Idea?

A: A poster is required. Anything extra you choose to do is up to you. You can have a prototype, a PowerPoint presentation, handouts, an Executive Summary, and prepare an Elevator pitch. Click on Project Guidelines for details.

Q: Is power provided?

A: Yes. High speed internet connections are also available.

Q: What equipment is provided?

A: You bring your own equipment: computers, monitors, prototypes or whatever you need.

Q: When do I set up my display?

A: Set up time is December 1st, 2009 (Tuesday) from 1:00pm to 4:00pm. Click on Agenda for details.

Q: How large is the display area?

A: Allocation of space depends on the number of exhibitors. The table sizes are: 6'x2.5', 12'x2.5', and 10'x2.5'. We will update this information when registration closes.

Q: Do I have to take down the project overnight?

A: The rooms will be locked when not in use. You can leave your equipment overnight, if you choose to do so.