**Eagle Works**
TENNESSEE TECH

# EAGLE WORKS

## KICK OFF + INFORMATION EVENT

iMakerSpace
(3rd floor of Volpe Library)

1/26/22 @ 5 P.M.

FREE SHIRTS!

FOR ANYONE WHO WANTS TO:
MAKE/CREATE/INNOVATE/
QUESTION/DESIGN/FIX/CHANGE/
LEARN/GROW/SOLVE/LEAD

www.tntech.edu/eagleworks

# Agenda

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

# Competition Overview

- 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
- Format TBD – hoping for in-person!
- 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
  - No idea but want to compete? Find a team
- Form or join a team
  - Next week Wednesday – Meet your team workshop
    - If you have an idea, give a short summary and say what kind of teammates you need
    - If you don't have an idea, either respond to someone with one, or can give short summary of your skills
  - Team not required but highly recommended
- 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
- **<u>Submit model/pitch two weeks before the competition</u>**
  - Monday, March 28 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
- Based on number of teams submitting there may be a preliminary round
  - Eagle Works staff will make determination on Tuesday, March 29 and announce that afternoon

# How to Compete

- Develop a pitch and record it
  - 7 minutes MAXIMUM
  - Tells the story
  - Presentation shouldn't be overly complex, is a supplement to your pitch
    - Presentation is NOT required
- Submit pitch with business model March 28
- We will have multiple pitch practices prior to due date!
  - Use these sessions to get feedback and update your pitch. We will help as much as we can!

# How to Compete

- If competition is <u>virtual</u>:
  - Judges will have already viewed your pitch video
  - You will get 2 minutes to give a very brief summary of your idea as a refresher
  - 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

- If competition is <u>in-person</u>:
  - Give 7 minutes MAXIMUM pitch
    - We will cut you off at 7 minutes exactly
  - Judges will have 5 minutes for Q&A at the end
    - 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
- At competition you will have an HDMI connection to a TV if you want to use it
  - You can use any presentation software you want
  - We highly recommend NO video!
  - Test your presentation before you compete!

# 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/pitch before competition
- They will score your pitch based on rubric on FAQ section of website
- More information available once competition format is known!

# Awards

- Over $10,000 in awards
  - First, Second, Third place
  - Smaller awards
    - Rural Reimagined
    - Others
- Awarded as a **SCHOLARSHIP**
  - Excess aid
  - If at federal maximum, let us know, we can work something out

# 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
- We will make a determination on competition format by end of February
- Remember – we are here to help!
  - We are happy to meet with you anytime before March 25, when submission opens for plans and pitches.
  - We can review your business model, pitch video, and give feedback.
  - Reach out through the Contact Us page!

# Important Spring Dates

- Jan-26 Spring Kickoff/Info Session
- Feb-02 Mixer/Meet your team event
- Feb-09 Effective Communication
- Feb-16 Business Model Canvas
- Feb-23 Financials/Business Model Q&A
- Mar-02 Branding
- Mar-09 Effective Presentations
- Mar-21 Pitch Practice
- Mar-23 Pitch Practice
- Mar-24 Pitch Practice
- Mar-28 Business Models/Video pitches due
- Apr-08 Final Pitch Practice/Run-through (if in person)
- Apr-09 Eagle Works Finals

# 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!

# 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.tntech.edu/provost/ureca/ureca_grant_program.php

- Workshops
  Continue to come to them! Full schedule on webpage!

- General Info
  Michael and Andrea
  Email akruszka@tntech.edu

# www.tntech.edu/eagleworks

# Follow us on FB/Insta: @TechEagleWorks

# Podcast: "Eagle Works Podcast"