



Request for Proposal:

UT Horizon Fund Student Investment Competition

Overview

The UT Horizon Fund Student Investment Competition seeks proposal for promising technology-based enterprise opportunities led by students from across all 15 University of Texas System Institutions.

The UT Horizon Fund serves as a strategic venture fund with two goals: (1) Improve commercialization of UT technologies, and (2) Improve sustainability through a positive return on investment. The UT Horizon Fund Student Investment Competition is designed to invest in student led teams' interest in forming a new venture to act upon their ideas and talents in order to produce tomorrow's business. The top prize is \$50,000 in seed investment funding to start the new enterprise and implement the business plan, with additional co-investment opportunities available through the UT Horizon Fund New Ventures Program.

Student teams will also have a chance to interact with venture capital, and the UT Horizon Fund will consider matching funding by other investors forward.

Eligibility

A proposal may be submitted by a student or trainee interested in forming a new technology-based company. Applicants may include single individuals or teams.

Eligible institutions include: UT Arlington, UT Austin, UT Brownsville, UT Dallas, UT El Paso, UT Health Science Center Houston (UT Health), UT Health Science Center San Antonio, UT Health Science Center Tyler, UT Medical Branch, UT MD Anderson Cancer Center, UT Pan American, UT Permian Basin, UT San Antonio, UT Southwestern Medical Center and UT Tyler.

Students or trainees who have graduated on or after May 2011 are also eligible for this round.

The student project should be focused on a technology-based business. There is no limitation on the type of technology, although proposals focused on social or web media, healthcare IT, engineering, chemistry, biology, natural sciences, health care services, health technology and business services will be highly competitive. The proposal must reflect a real opportunity not just a plan.

Application Process

Applicants are required to submit an executive summary of the current or proposed enterprise up to 3 pages. The goal of the summary is to articulate the business and technical aspects of the venture idea; and communicate the student entrepreneur's or team's ability to execute and succeed in the venture. Summaries will be utilized by screening staff to identify top candidates.



Key points should include:

1. Summary – Clearly and concisely present your idea. What problem does it solve? How does it solve it? What is the size of target addressable market (# customers, etc.).
2. Technology – Clearly describe technical aspects. Feel free to use an appendix for detailed information if applicable.
3. Unique benefit – Why your product/service better than competing products or services, and what the value proposition is. Is your idea protectable? If so, have you begun to seek intellectual property (IP) protection? If not, what is your strategy for product differentiation?
4. Product or Service – Describe details of the product or service. Add technical details as an appendix if needed.
5. Market Need – What area of “pain” or unmet need does your product/service/technology address? Is it something customers absolutely need to have? Describe the target customer(s) and how you envision selling to them.
6. Market Size, Growth, & Segmentation – How large is the market your product / service / technology is addressing? Who will be using it? What will drive growth and adoption?
7. Competitive landscape – What is the size of the competition? Who else is serving this need? If no one, then is this really of interest? Relative market share is also helpful.
8. Team – Describe the backgrounds of the team. Are there board members? If you haven't assembled a board of directors/advisors yet, give us an idea of your board "dream team" and specifically how or what you envision them contributing.
9. Financials – What are your historical financials from a balance sheet, income statement, and cash flow standpoint? What volume, price, and product mix will get you there? What major expenses will you have? What will your gross margins be? Clear, credible articulation of value to be created along with rationale for why that value is attractive to active acquirers. What is your realistic plan regarding milestone execution and cash management?
10. Potential for Return – Is there a potential for 5-10X or higher return on investment?
11. Funding – What is your current capital structure? How much has been invested in your business to-date? How much funding are you seeking, from whom, how long will it last, and how will it be used?
12. Exit Strategy – Entrepreneurs must demonstrate how they plan to position the company to be acquired.



UT HORIZON FUND

This application document will be posted on <http://www.utsystem.edu/technology-commercialization/>. Email applications to otc@utsystem.edu, and make sure to include contact information in the executive summary.

UT System will host a webinar on March 13 at 12 pm, and a link to the webinar will be posted at <http://www.utsystem.edu/technology-commercialization/>. **Applications must be received by 5:00 pm on April 9, 2012.**

Selected proposals will be invited to develop a full business plan and requested a more detailed presentation for consideration. The UT Horizon Fund will provide resources to help the formation of the enterprise. Finalists will be asked to present to the UT Horizon Fund on May 8, 2012 currently scheduled for Dallas Texas (check the UT System website for changes and updates of location and time).

The selection and judgment criteria include:

- Potential impact of technology
- Viability of the business idea
- UT student or recent graduate requirement

Student teams are encouraged to work with entrepreneurship, business and/or scientific and technical faculty. Multi-disciplinary teams that combine members from technical disciplines with members from the Business School are encouraged.

Key Dates

- March 13, 2012 – Webinar (check UT System OTC homepage)
- April 9, 2012 – Executive Summaries due
- April 16, 2012 – Finalists selected
- May 8, 2012 – Finalists present to Horizon Fund External Advisory Committee (EAC); Award event, winners announced

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