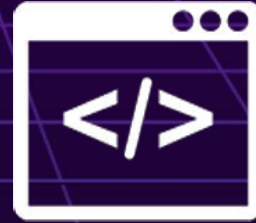


STARTUP

Sprint

What is *Startup Sprint*?

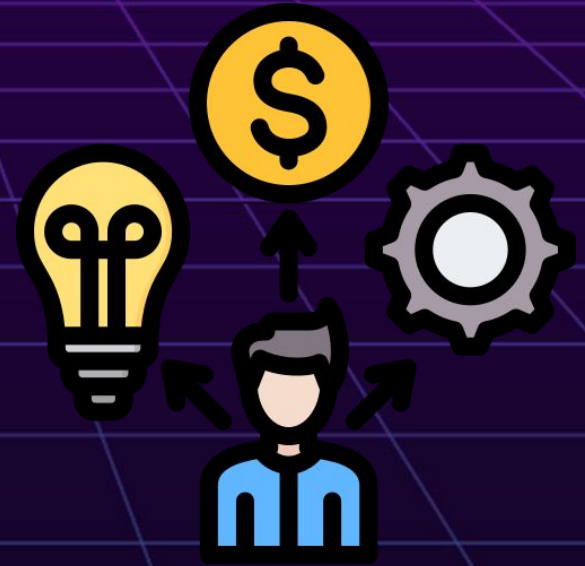
- Not just a pitch competition
- Not simply a hackathon



Your goal is to identify a *problem*,
build a *product*, and craft a
business model.

Why does this exist?

- To provide a platform for students to *practice* entrepreneurship
- To incubate startups within VT
- To connect students with founders that have played the game



Kyle Krzeski

- Co-founder of *Removaly*
(sold to Duck Duck Go)
- CEO of *Sabbath Ventures*



 **REMOVALY**

Itinerary

Saturday

- Problem Discovery workshop
- Startup Market Research workshop
- Fireside chat with *Vince Baranauskas*
- Mentor Hours with *Kyle*

Sunday

- Marketing workshop
- Startup Market Research workshop
- Mentor Hours with *Kyle*

Monday

- Mentor hours with *Kyle*

Tuesday

- Submissions due at **8:00AM**

Wednesday

- Closing ceremony at 6:00PM

E-Club Recruiting Session - 11am Sat

- Digital Media Coordinator
- Project Manager
- Design and Branding Lead
- Data and Technology Lead



**WE'RE
RECRUITING**



**AND WE
need you!**

Problem Discovery Workshop - 12pm Sat

- **Learn how to identify problems worth solving**
- **Connect with the local accelerator to take your startups to the next level**

RAMPA
THE REGIONAL ACCELERATOR

Startup Market Research & Strategy with AI - 1:30pm Sat

- Learn to use AI to identify emerging markets
- Connect with the CS departments incubator program



Fireside Chat with Vince Baranauskas - 2:30pm Sat

- CTO of Macrovation**
- PhD in Macromolecular Science and Engineering from Virginia Tech**



Marketing Workshop - 12pm Sun

- Learn how to identify your target users and craft a go-to-market strategy
- Run by Professor Koehler Slagel, MBA



Fireside Chat with Mohit Yadav - 3pm Sun

- **Sophomore at VT**
- **Co Founder and CTO of QuickPark Solutions**
- **Winner of Startup Sprint 2023**



Meet the Founders of Exit Sign Solutions - 4:30pm Sun

- VT Students that founded Exit Sign Solutions
- \$80k raised from investors



Mentor Hours w/ Kyle

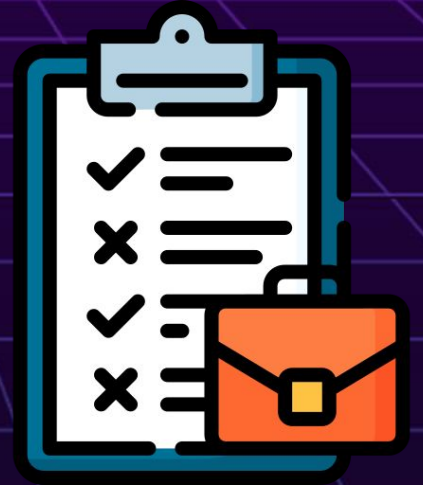
- **You can come to talk to Kyle in person for advice/help with your project during mentor hours.**

Saturday - 4:30pm

Monday - 10am to 2pm

Rules

- No previous work may be submitted
 - We will do our due diligence
- All participants must be VT students
- Submission:
 - Due 7:00 AM Tuesday morning
 - 2 Min Demo video of your product
 - Slide deck explaining problem, product, business model



Judging / Rubric

We are optimizing for the projects that are most likely to succeed and be continued by the founders.

3 categories:

- Problem
- Product
- Business Model

Six finalists will be determined by E-Club leadership according to the open sourced rubric. Finalists will not be announced until the closing ceremony, where they will live pitch their startup to a panel of judges who will then decide the winners.

Problem Rubric

	Criterion	Explanation	Points Available
1a	Clarity of Problem Statement	Has the team clearly identified and clearly communicated a real and specific problem?	0-20
1b	Target Audience	Is it clear who experiences this problem (i.e., the specific group or demographic)?	0-10
1c	Data Support	Is there evidence or data supporting the existence, significance, or size of the problem?	0-10
			0-40

Product Rubric

	Criterion	Explanation	Points Available
2a	Problem-Solution Fit	Does the product directly and effectively address the identified problem?	0-10
2b	Functionality and Deployment	Is the product functional, and has it been deployed or demonstrated?	0-10
2c	Innovation and Uniqueness	Is the product's approach innovative or unique in solving the problem?	0-5
2d	Practicality	Is the product practical and easy to use for the target users?	0-5
			0-30

Business Model Rubric

	Criterion	Explanation	Points Available
3a	Revenue Streams	Is it clear how this startup will make money?	0-10
3b	Cost Structure	Is it clear what costs go into this?	0-10
3c	Feasibility	Is this a business that can adequately be built by college students?	0-10
			0-30

Prizes

#1 - \$2000

#2 - \$1500

#3 - \$750

Best AI Startup - \$250

Best No Code Startup - \$250

Best Social Impact Startup - \$250

Finals

Wednesday October 2nd 6:00PM

- Finalists will be announced one by one as they come up and pitch
- Come on Wednesday ready to pitch your idea



Team Selection Process

- **Red Solo Cup** = I have an idea - looking to build a team
- **Blue Solo Cup** = I am looking to join a team
- If you fall in one of these categories - head to the back for your cup

The logo features a large, glowing yellow sun partially obscured by a dark silhouette of a city skyline. The background is a gradient from purple to orange, with a grid of blue lines on the ground that recede into the distance. The word "STARTUP" is written in large, bold, blue 3D block letters with a light blue gradient. Below it, the word "Sprint" is written in a stylized, cursive font with a yellow-to-orange gradient and a drop shadow.

STARTUP *Sprint*

VT'S PREMIERE ENTREPREURSHIP CHALLENGE