

## Daugherty Endowment Overview

The Lulu eGames is NC State's annual startup competition. Here are the rules for the **Daugherty Endowment** category of the Lulu eGames. This category allows ventures who have licensed NC State intellectual property in the previous three years to compete for prize money.

## Category Entry Requirements

- Ventures must have licensed NC State intellectual property in the previous three years. Licenses must be current and active.
- Materials submitted must represent the original work of the participating team members. Mentors and advisors should not provide direct content for these materials. (Including, but not limited to writing the executive summary, writing portions of business plans, etc.)
- Ventures competing in the Daugherty Endowment category are not eligible to compete in any of the Lulu eGames student categories: New Venture, Design & Prototype, Social Impact, Arts Venture or Built on Cloud.
- Ventures that have previously placed first, second or third in the Daugherty Endowment Category are not eligible to compete.

## How to Enter

You'll need to answer the following questions for your submission:

### Team

- Provide any applicable information about your team. What background makes this team best suited to tackle this problem? Does your team have any other relevant startup experience? List all team members and management positions. (max 700 characters)
- Do you have any mentors or advisors currently assisting with your company? In what areas are you currently receiving mentorship or advice? (max 500 characters)

### Problem

- What problem is your venture trying to solve? Include the following: who is affected, size of the problem and current ways the problem is being addressed. (max 1,000 characters)

## **Solution**

- How is your venture solving this problem? What is unique to your company that allows you to solve this problem? (max 1,000 characters)

## **Intellectual Property**

- Does your venture have any intellectual property? Is that IP protected? Do you currently have any legal protections in place (trademark, patent, license, etc)? (max 500 characters)

## **Market**

- What is your venture's market? How big is it? Is the market growing? (max 500 characters)
- Who is your venture's competition (indirect or direct)? What is your competitive advantage? (max 500 characters)

## **Customer**

- Who is your target customer? (max 500 characters)
- What customer discovery have you conducted? How many potential customers have you interviewed/surveyed? Did you learn anything new through your customer discovery process? (max 500 characters)

## **Financial**

- What is the venture's revenue model? How do you plan to sustain and grow your venture? (max 500 characters)
- How much startup capital does your venture currently have? What are your funding sources? Include all funding sources and amounts. (no max characters)
- How would Daugherty Endowment prize winnings help your venture? What are your current funding needs? (max 1,000 characters)