



Dear Participant,

We are excited that you are interested in participating in the 2019 Annual Wittenberg Tiger Tank sponsored by the Department of Business. Wittenberg has a storied history of developing graduates with an entrepreneurial mindset. The purpose of this event is to allow you to cultivate your entrepreneurial ideas, present them to our successful alums, and to compete for the various prize opportunities that are available. Already, alums are signing up to review your presentations.

We have developed this guide that should give a substantial amount of detailed information about the program and what will be expected of you. It will also talk briefly about the process that you will need to follow before you have the opportunity to enter the “tank.” A similar set of expectations has been created for the alumni Tigers in order to ensure the quality of the overall experience. We have set up these expectations so that everyone can make the most out of this and can provide value to each other.

Again, we want to thank you for your interest in participating in this event. We hope that you will get to work on your ideas and we are rooting for your success. This will be a great program for you during your academic career and we are sure that it will provide you with valuable experience. Please let us know how we can support your projects throughout this process.

With Tiger Pride,

Kevin Steidel, Assistant Professor of Practice, Director Master of Science in Analytics Program
Heath Queen, Coordinator for Engaged Learning

Wittenberg Tiger Tank – Participating Entrepreneur Information & Expectations

Overview

The Wittenberg Tiger Tank is a modified version of the hit TV series *Shark Tank*. Students will be able to develop their own idea for a product, service, business or non-profit venture and apply to have an opportunity to receive help from business faculty and staff to further develop their idea. The culminating event will allow each selected student/team to present their ideas to a panel of successful Wittenberg alumni who will provide feedback and award various prizes.

Important Dates & Deadlines

- November 2nd – 5 Minute Video Pitch Due (By 5pm)
- November 2nd-16th – Panel Review of Videos (Feedback Provided After the 16th)
- November 27th – Prototype Meeting for All Participants
- January 7th – Slideshow & Prototype Complete
- February 21st – Tiger Tank Event (6p, Location TBD)

Initial Registration Process

1. **Intent to Participate:** Begin by filling out the registration form attached to this document. This will let us know about your intent to participate. Don't worry that your idea is not yet fully developed at this point. We simply want to know that you will be bringing an idea to us by the video pitch deadline. Complete this as soon as possible.
2. **5 Minute Video Pitch:** Your recorded video pitch will be the first item that you are required to submit for the event. See below for instructions and deadline information.
3. **Feedback & Acceptance:** You will be given feedback on your 5 minute video pitch. This will be provided by a panel of individuals which could include faculty, staff, entrepreneurship students, and alumni. They must recommend your idea in order to move forward after this step. Please note that some ideas might not make it to the "tank."

5 Minute Video Pitch Instructions

You should develop 5 minute video pitch with all the elements listed below that describes the need you are addressing and how your idea, product, or service will attempt to respond to that need. This initial video will not cover everything that you might want to say. However, it should be specific enough for the panel to grasp the concept and evaluate its viability. The panel of reviewers will be making a recommendation for moving your idea forward so be sure that your pitch is complete, succinct, and thought through.

Please record this video in whatever way you would like (ex. computer webcam, phone, etc.). However, we ask that no special editing or effects be included. You are to give a straight un-edited pitch that is 5 minutes in length. You should include the following information.

1. **Product/Idea Summary Overview:** Give us a general description of the product or idea that you are proposing. How might it respond to the underlying need you identified?
2. **Need Analysis:** Discuss the need or gap that you believe needs addressed. What is missing in the current range of products or services? Who is affected and how? Why should this need be addressed?
3. **A Little About You:** What about you, your motivation, skills and experiences matters most as it relates to your target need and your ideas about how to meet it? Why this need? Why you?

Please save your video and email it to both Prof. Kevin Steidel (steidelk@wittenberg.edu) and Heath Queen (queenh@wittenberg.edu) by the deadline listed above. Please note that you might need to upload to a cloud service and send a shared link to your video if file size issues arise.

Offered Prizes & Experiences

This program offers many different options for prize opportunities. Some are available to be given out by any participating Tiger and some are restricted on the ability of the Tiger to provide an internship. The key here is “variety.” You will have an opportunity to at least receive feedback and advice on your idea from alumni Tigers. If your idea is excellent, they might even offer you a mentorship or a paid internship.

1. **In-Tank Feedback:** All Tigers will provide feedback based on their own expertise. This will happen immediately after the presentation has been given. We believe that we have recruited a diverse group of successful alumni who will be able to offer different perspectives on the presented ideas.
2. **Mentorships:** Some participating Tigers might offer mentorships to students that have projects they are interested in. We expect you to dedicate time in your schedule to work with these willing alumni and to follow-through with their advice. They are giving their time to assist you and we expect that you respect and utilize that.
3. **Paid Internships:** Each Tiger will have the opportunity to award internships at his or her company/business. These internships are set up to help you gain valuable experience while having the opportunity to be mentored by the alumni entrepreneur.

Program Rules

1. No investment/equity offers can be presented or accepted in the tank. This rule is to assist in protecting Wittenberg University from any conflicts and rights to ownership in these projects based on university resources used in the process. It also intends to clarify to everyone involved that the overriding goal of this effort is to help our students develop personally and professionally.
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2019 Wittenberg Tiger Tank – Participating Entrepreneur Intent to Participate

First Name: _____ Last Name: _____
Class Year: _____ Major(s): _____

Idea Name: _____
Estimate the time that you have already spent developing this idea? _____

Mark Where Appropriate: Describe the format that your idea is taking.

Product: _____ Service: _____ Tech (ex. app, etc.): _____ Other: _____
If “other” please describe: _____

Summary

Provide a very brief overview of your target need and initial ideas about how to address it. Don't be concerned with having everything figured out. This is just to assist us in knowing that you are serious about this project and that we should expect to see a proposal from you on November 2nd.

Intent to Participate

By signing below, I am stating that I will be submitting an idea proposal that follows the directions given in this document by 5pm on November 2nd, 2018. I understand that merely submitting a proposal does not guarantee that I will have an opportunity to participate in the actual Tiger Tank event on February 21st.

Signature: _____ Date: _____