

5th Annual MITEF and SAE Detroit Section Automotive Innovation Competition Company Profile Template

Application Deadline: January 20, 2013 – 8:00 PM ET US
Semi-Finals Judging: January 31, 2013
Finals Event: April 16, 2013

Email applications to: mitgreatlakes@gmail.com

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Entry Guidelines

- Qualifying entries should be innovations based on vehicle content (hardware or software), what helps design the vehicle, and what helps produce the vehicle. Target vehicles are limited to driver-driven, land-based vehicles.
- Each entrant team obtains commercialization coaching from volunteers from SAE Detroit Section and MIT Enterprise Forum with vehicle industry and new technology development experience. Finalists will get additional coaching to prepare for presentations to key vehicle industry executive judges and many interested industry specialists at the finals.
- The Semi-Finals are part of the 13th Annual Collaboration for Entrepreneurship (ACE) on January 31 at Burton Manor in Livonia, Michigan from 9:30 a.m. to 2:00 p.m. Semi-finalists will receive a table top display and present to automotive industry new technology business development leaders. Finalists will receive coaching from these leaders. Global applications are encouraged and web video capability will be provided.
- The finalists will have the opportunity to display at SAE 2013 World Congress from April 16-18, 2013 at Cobo Center in Detroit, Michigan.

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Applicant Submission for Semi-Finals

- PowerPoint or PDF formatted presentation per the attached recommended outline attached. Judges recommend keeping it to 10 or less pages. Each innovation is unique, so there is latitude for presenting the story as you see best. Judging criteria is later in this attachment.
- 1 to 3 page Business Plan Summary (Word or PDF formatted). Using existing business plan material is acceptable and up to 5 pages maximum over is acceptable.
- Include a list of your team members, titles/roles, key advisors with contact information for the primary and any back up presenters.
- Email to mitgreatlakes@gmail.com **by January 20, 2013** (8:00 p.m. EST)

Company Profile

- Who we are – Company and Leadership Team
- How to get hold of us
 - Mail, Tel, Email, Web
- A brief history and description

What We Are Offering

- Our Product/Technology – i.e. Component, Manufacturing Process, Development Tool
- What it does and how it works – Science/Testing Support
- Why it's better than what's available
- Potential economic value to end consumer and to OEM

Where We Are Today

- Product Development
 - Prototyped, field-tested, manufactured
- Who other than us says it's good?
 - Customer or expert testimonials
- How we have protected the technology?
 - Patent Issued, Patent Pending, Planning for Patent, Other

The Marketplace

- How are companies solving this problem today or is this a new problem facing the industry?
- Who are our competitors?
- Key assumptions around success
- What is high level market/revenue/profit potential of innovation?
- What are we up against and where we need help?

Judging Criteria

Submissions will be equally judged for Semi-Finals on the following:

- Market Need
- Data Analysis
- Value Proposition
- Business Understanding
- Ability to Follow-up on Serious Opportunities
- Communication Style
- Implementation Obstacles
- IP Security
- General Impression

Competition Commercial Acceleration Assistance

Volunteers and sponsors have teamed up to accelerate your innovation commercial success. Summary of support provided at each phase.

Application: Expose your innovation to 10-20 automotive innovation experts, coaches and connectors

Semi-Final Judging: 10 minutes to present, 5 minutes of Q&A and suggestions; then a 15 minute phone follow up with feedback and coaching

Finals Event: Pre-meeting coach assigned, SAE 2013 World Congress poster display at low cost with 3-day Congress networking opportunity, 10 minutes to present and 5 minutes of Q&A with top OEM and supplier judges, and announcement of award winner.

Winners: \$50,000 of Commercial Acceleration Services

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