Amelia Marckworth
Interim Director
marckwor@seattleu.edu
https://calendly.com/marckworth
The 2020 Harriet Stephenson Business Plan Competition

www.seattleu.edu/businessplan
Dr. Harriet Stephenson with LyfeTech Team, 2019 John Castle Award Winner
What is the BPC?

• Competition Open to SeattleU Students & Alumni
  • Any early-stage new venture

• Create a business plan in any field:
  • Exercise your creativity or fully start a business.
  • Any business model: non-profit, for-profit, or social enterprise
  • Build a team – only 1 SU student/alum required per team

• Hands-on Coaching & Feedback throughout the program
  • Office Hours: work one-on-one with the IEC Assistant Director
  • Feedback from the screening round
  • Dedicated Team Coach for Semi-Finalists
Why do the BPC?

- Launch a Business
  - Validate your idea and business plan
  - Expert feedback and startup coaching
  - Connections & investor exposure
  - Potential seed funding

- Launch Your Career
  - Real-world experience in every part of a business
  - Networking & connections
  - Leadership & teamwork
  - Fund your vacation (or student loans!)
2019 WINNER: Hatch
• Bettina Paek, LEMBA ’19
• Pregnancy and delivery support app providing the benefits of a doula to all parents while also reducing risky caesarian births

2018 WINNER: Vita Inclinata Technologies
• Caleb Carr, Law School
• Drone technology to stabilize helicopter rescues that would otherwise be impossible to perform

2017 WINNER: Discovery Health
• Ann Jarris, LEMBA ’17
• Comprehensive medical oversight and emergency care for maritime workers, one of the deadliest professions

2016 WINNER: The Madrone School
• Lindsey McGrew, PMBA ’17
• Nonprofit school in Redmond providing children with autism specialized curriculum and personal instruction
PROGRAM TIMELINE

- Register Team
  - Jan 19-Mar 7
  - Application will be confirmed via email

- Apply for a Team Coach
  - Any Time After Team Registration

- Screening Round Entry (~35)
  - March 14
  - Round 1: Summary Due

- Semi-Finalists (15-20)
  - April 18
  - Pitch retreat
    - May 1
  - Semi-Finals

- Finalists (4)
  - May 29
  - Finals
2020 Competition Dates

- **Jan. 19** - Team Registration Opens
  - Jan 19 Application for Team Coach Opens for Registered Teams
  - Mar 7 Team Registration Closes

- **Mar. 14** - **ROUND 1**: Screening Round Entry Due
  - Business Plan Summary – 2-3 pages

- **May 1** - **ROUND 2**: Semi-Final Round
  - Executive Summary
  - 2-minute Fast Pitch
  - Trade Show Booth

- **May 29** - **ROUND 3**: Finals Presentation
  - 10-minute Pitch Presentation
  - Full Business Plan
CASH Prizes

$10,000 - Grand Prize
$5,000 - 2nd Place Prize
$3,000 - 3rd Place Prize
$2,000 - 4th Place Prize
$1,000 - Runner Up
$1,000+ - John Castle Award for Grit & Resilience

$1,000 - Swilo Social Innovation Award
$500 - Above & Beyond
$500 - Pitch Judges Award
$250 - Tradeshow Judges Award
$250 - Tradeshow Audience Award

*All prizes are awarded at the discretion of the IEC Director
Resources

• HSBPC Website: [www.seattleu.edu/businessplan](http://www.seattleu.edu/businessplan)
• IEC Director: Amelia Marckworth
  • [marckwor@seattleu.edu](mailto:marckwor@seattleu.edu) / [www.calendly.com/marckworth](http://www.calendly.com/marckworth)

• UW [Dempsey Startup Competition](http://www.dempseystartupcompetition.org)
  • *open to any university student in WA State*

• The Lean Startup - [Principles](http://www.theleanstartup.com)
• Strategyzer - [Business Model Canvas](http://www.businessmodelcanvas.com)