**REBEL IDEA PITCH VIDEO CONTEST**

What is the Rebel Idea Pitch?
A competition open to any UNLV student to explain an idea for a business in a 2 minute video. The idea can be in any domain, but we have a special award for software apps.

Those who win the contest, if interested, can get help from students in the Lean Startups class who will perform market research on the idea. You keep ownership of the idea, but by participating, you have a chance to win a mini-grant from the UNLV Lean Startups program.

**Judging Criteria:**

**People’s Choice Award**
This award will be based on the number of “likes” for your post on the CFE’s Facebook page. Posts are made as soon as they are received, so get your entry emailed AS SOON AS POSSIBLE!

**Judge’s Choice Award**
This award will be based on the following criteria:
- **Pain or problem** is: significant, explained clearly and convincingly, and authentic and well justified.
- **Solution** is clear and convincing, clever, original, and superior to competing solutions.
- **Market** size is large (quantified), approachable and it is clear exactly who has the problem.

**SPRING 2015 CONTEST TIMELINE**

- **January 28th - Contest Begins**
  Start sending your entries by email to entrepreneurship@unlv.edu and will be posted on facebook.com/unlvcee as soon as they are received to begin voting
- **February 6th - Submission Deadline**
  All entries are due by 8am
- **February 11th - Voting Ends & Winners Announced**
  Voting ends at 4pm and winners will be announced during the Lean Start Up Class

**SPRING 2015 PRIZES & AWARDS**

- **People’s Choice 1st Place $200**
- **People’s Choice 2nd Place $100**
- **Judges’ Choice 1st Place $200**
- **Judges’ Choice 2nd Place $100**
- **Top App Idea Judges’ Choice $100**

**How to Compete:**

1. **CREATE A VIDEO**
   Explain the three parts of an idea pitch: the problem, the solution, and the market in a two (2) minute video

2. **UPLOAD THE VIDEO TO YOUTUBE**

3. **EMAIL YOUR ENTRY**
   Email the following by 8am on February 2nd to entrepreneurhsip@unlv.edu
   - a link to your Youtube video
   - participant name(s)
   - facebook profile links (if you want to be tagged on the FB post)

4. **VOTING BEGINS**
   UNLV Center for Entrepreneurship staff will post each video link as they are received. You start gaining “likes” for People’s Choice as soon as the entry is posted.

5. **SHARE THE POST**
   Share the post from the CFE’s Facebook page to encourage others to “like” your entry. Youtube likes/views do not count.

**Rules:**
- Videos over 120 seconds will NOT be eligible
- The idea should be new, not just the transfer of a business idea to a new location
- We encourage entries from those already trying to sell a product or service, but the idea cannot have already produced more than $20K in sales
- Only “likes” on the CFE facebook post are counted
- Teams can enter a joint idea, but at least one participant has to be a UNLV student

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