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# 2023 Enterprise Challenge

# Rules & Guidelines

**Up to  
\$50k  
in prizes!**

**Launch your idea!**

Runs over Semester 2  
Applications open  
Monday, 15th May - 11th June 2023.

## **Enterprise Launch Challenge Rules & Guidelines 2023**

This document sets out the Rules regarding participation in the Enterprise Launch Challenge 2023.

Enquiries regarding the interpretation of these Rules should be directed to the **Entre Enterprise Launch Challenge Manager** at [startup@entre.co.nz](mailto:startup@entre.co.nz)

# Enterprise Launch Challenge

## 2023 Rules & Guidelines

### 1.0 Interpretation

#### 1.1 Interpretation of Rules

1.1.1 Submission of an entry by an individual / team in the Entre Enterprise Launch Challenge confirms the acceptance of these Rules by each competitor in that Team.

1.1.2 The Entre Organising Committee reserves the right to interpret these Rules and, if necessary, to amend them at its sole discretion. All amendments to these Rules will be published on the Entre website at [www.entre.co.nz](http://www.entre.co.nz) ("the Entre website") and via email to all relevant parties.

#### 1.2 Definitions

**Competitor** means a person named as a competitor, and who is a student enrolled with University of Canterbury, Ara Institute of Canterbury, Lincoln University, or Yoobee College in the academic year in which that Competitors or Competitor's Team submits an Entry.

**Entre Organising Committee** means the committee consisting of those individuals who have been delegated to coordinate each annual Start Up Challenge.

**Entre Representative** means any individual or organisation acting on behalf of the Entre Organising Committee to assist in the delivery of the Start Up Challenge, and will include any Judge or Mentor.

**Entry** means the completed template summarising the business which is submitted by an individual / team in the Enterprise Launch Challenge.

**Grand Winner** means the Entre Enterprise Launch Challenge 1st place holder as decided by the Judges.

**Judge** means any person appointed to be a Judge in accordance with Clause 2.2.

**Judging Panel** means a panel of Judges assembled to assess pitches in the Qualifying and Final pitch Rounds of the Start-Up Challenge.

**Lead Competitor** means the person nominated as such on each Team's Application, who will act as the primary point of contact between the Team and the Entre Organising Committee.

**Lean Canvas** means a tool used to flesh out the value proposition of a venture, by looking at the problem a venture solves, its target market, revenue driver and costs.

**Mentor** means a person arranged by the Entre Organising Committee to provide voluntary guidance and advice in the development of a venture.

**Public Disclosure Statement** means the brief (150-word maximum) description of the public aspects of a business venture or idea that is the subject of an Entry, as provided by a Team in their Venture Summary, and published on the Entre website.

**Speed mentoring** means a limited timeframe in which competitors will be given guidance and advice on their venture from people in the business industry, including other founders.

**Sponsor** means each of the persons or organisations that have provided financial or other support to assist in the delivery of the Start-Up Challenge

**Team** means one or more Competitors who collectively submit an Entry to the Start-Up Challenge in accordance with these Rules.

**Venture** means any proposed or existing commercial or social enterprise that is the subject of an Entry in the Start-Up Challenge.

## **2.0 Competition Rules**

### **2.1 Waivers and Releases**

2.1.1 Each member of the Entre Organising Committee and each Entre Representative is a volunteer and is under no obligation to render any advice or service to any Team or Competitor. Any views expressed by a member of the Entre Organising Committee, or an Entre Representative are their own, given in good faith as an expression of opinion and are not those of the University of Canterbury. No warranty is given as to the validity and efficacy for any purpose whatsoever of any opinion expressed by a member of the Entre Organising Committee or an Entre Representative and no liability can be accepted in connection with any reliance by the Team or any Competitor on any such views.

2.1.2 The ideas and concepts set forth as part of any Entry, including in the Entry Form, must be the original work of the Competitor or the Team. By submitting an Entry, the Competitor or the members of the Team are certifying that no arrangement exists which would prohibit or restrict the disclosure of such ideas or concepts to any member of the Entre Organising Committee or any Entre Representative, or which would breach or infringe the rights of a third party.

2.1.3 Each Team and each Competitor indemnifies and holds harmless Entre and each member of the Entre Organising Committee and each Entre Representative against all losses, costs, expenses and damages (including any amount of damages from any action, claim or suit brought against the Team or Competitor by a third party) suffered by Entre or a member of the Entre Organising Committee or the Entre Representative as a result of any claim that any of the ideas contained in an Entry breaches the rights of a third party.

This document may be subject to change throughout the course of the competition. Any changes will be acknowledged on the Entre website.

## 2.2 Judging

2.2.1 The Start Up Challenge entries will each be judged by a Judging Panel appointed by the Entre Organising Committee. Every effort will be made to ensure that Judges are impartial and are suitably qualified; however, appointments will be made at the sole discretion of the Entre Organising Committee. The decision of any Judging Panel will be final, and no correspondence will be entered into with the Judges.

## 2.3 Eligibility

2.3.1 Only those Competitors and Teams that are determined eligible by the Entre Organising Committee, in accordance with these Rules, will be entitled to submit an Entry in the Start -Up Challenge 2023.

2.3.2 A Competitor or Team will **not** be eligible if it:

- Contains a member or is otherwise materially supported by someone that is a current member of the Entre Organising Committee, Judge, Mentor or employee or agent of any Sponsor, or any member of their immediate families.
- Submits an Entry based on an idea or venture that is materially similar to any Finalist made in any of the preceding five years and that idea or business update has not, in the sole discretion of the relevant Judging Panel, been subject to material development and enhancement.

2.3.3 Any addition or withdrawal of Competitors from a Team must be notified to the Entre Organising Committee in writing immediately. Where a team experiences a change in Competitors after submitting their Entry, it shall, within 7 days of that change, submit to the Entre Organising Committee a written statement, signed by every original and additional Team member, confirming that all intellectual property rights relating to ideas expressed in an Entry have been resolved and that the provisions in Clause 2.1 of these Rules are satisfied. Neither the Entre Organising Committee nor any Entre Representative will mediate any disputes arising from changes to the membership of a Team (including disputes relating to intellectual property or equity).

2.3.4 Each Team must be solely made up of Competitors who are students currently studying at University of Canterbury, Ara Institute of Canterbury, Lincoln University, or Yoobee College and that are current members of Entre. Each Competitor must be enrolled in and studying at least two (2) courses in both Semester One and Semester Two during the time of the competition.

2.3.5 There is a limit to one Entry per competitor, due to the nature and workload of the Challenge, and so as to give other applicants a fair chance of being selected without competing against multiple entries from one applicant.

2.3.6 The Entre Organising Committee may declare a Competitor or Team ineligible where, in its sole discretion, it deems the removal of that Competitor or Team necessary to preserve the integrity

of the Start-Up Challenge. Reasons for removal may include, but are not limited to, unsatisfactory performance and inappropriate conduct, in accordance with the Entre Code of Conduct.

2.3.7 1.1.4 All Entries must be submitted by the specified deadline in the process prescribed in the Entre **2023 Enterprise Challenge Application Form**. As part of their Entry, each Team must nominate a Lead Competitor.

2.3.8 All Teams must attend at least 80% or 7 out of 9 sessions of both the weekly workshops and weekly meetings with mentors to meet eligibility criteria. Attendance will be taken to ensure this eligibility is met.

2.3.9 All Teams must attend the Bootcamp kick-off event.

## 2.4 Prizes

2.4.1 Prizes will be awarded to Competitors or Teams at the discretion of the Judging Panel. The nature and quantum of any prizes will be determined annually by the Entre Organising Committee.

2.4.2 A prize will be forfeit unless the Competitor or a minimum of one (1) Team member or delegated representative of the recipient Team is present at the Annual Awards Ceremony to receive the prize and make the required presentation on behalf of the Team. The time and location of the Annual Awards Ceremony will be published on the Entre website and by other means deemed appropriate by the Entre Organising Committee.

If a Competitor or Team is awarded a cash prize, the first \$1,000.00 (one thousand dollars) will be given as cash to the venture that it is awarded to, and the remainder of the cash prize will be awarded through reimbursement of legitimate business expenses for the venture. The ability to claim the cash prize and reimbursement is valid for a period of 1 year from the Annual Awards Ceremony. It may take up to 10 working days for the cash prize to be processed to the recipients. For reimbursement amounts over the \$1,500.00 cash threshold, the Entre Organising Committee needs to receive a legitimate purchase order(s), invoice(s) or receipt(s) to be able to award the amount as a 'Business related expense(s)'. The 'Business related expense(s)' will not be allowed to be used towards Kickstarter, PledgeMe and other crowdfunding campaigns. Entre also has the right to question receipts to ensure the legitimacy of business purposes not personal expenses. The purchase order, invoice or receipt must include the company name, date, a full description and whether GST is included.

2.4.3 Special circumstances, where the venture can apply in writing for an alternative way to award the cash prize, will be considered by the Entre Organising Committee and the Entre Board. Special circumstances may include situations such as an extension of time or change of venture.

2.4.4 Expenses incurred by the ventures before prize allocation cannot be claimed for reimbursement. Any cash prizes that are not claimed by the ventures do not get redistributed to other Competitors or Teams but is kept in the prize pool for future competitions.



## 2.5 Confidentiality of Entries

2.5.1 A Competitor or Team must submit their Entry to the Start Up Challenge Manager, via a JotForm, for delivery to the relevant assessors.

2.5.2 Except as provided for in Clause 2.6, all information of a commercially sensitive nature disclosed by a Team or a Competitor in an Entry or through participation in the Start-Up Challenge to any Entre Representative will be treated as confidential and reasonable measures will be taken to ensure the confidentiality of that information is maintained.

2.5.3 Confidentiality and non-disclosure agreements will be signed by all Entre Representatives and Judges with direct access to information relating to an Entry. These agreements will remain in effect for six (6) calendar months after the public announcement of the winner of the Start-Up Challenge.

2.5.4 Notwithstanding Clauses 2.5.2 and 2.5.3 above, Entre follows the University of Canterbury's regulations when it comes to all intellectual property matters. Refer to <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

2.5.5 Each Team or Competitor agrees to respect and protect the confidentiality of any information shared between other Competitors participating in the Start-Up Challenge.

2.5.6 The Public Disclosure Statement provided by a Competitor or a Team in conjunction with each Entry will not be confidential information and may be used by the Entre Organising Committee, and any other third parties, following consultation with the Entre Organising Committee.

2.5.7 Competitors acknowledge that their contact details may be made available to all Entre 2023 Sponsors, for marketing purposes and possible job opportunities.

2.5.8 After the Annual Awards Ceremony, the Entre Organising Committee then holds the first right to disclose any venture and/or competition related announcements before other parties are able to share the information, and after the other parties have been in consultation with the Entre CEO, Start-Up Manager and/or Marketing Manager. This right is valid from the start of the competition until one month following the Annual Awards Ceremony.

## **2.6 Intellectual Property**

2.6.1 The Competitors or Teams should refer to the University of Canterbury policies on intellectual property for students and academics. Please use the following link:

<https://www.canterbury.ac.nz/about/governance/ucpolicy/general/intellectual-property-policy/Intellectual-Property-Policy.pdf>

## **2.7 Application of Laws**

2.7.1 The Start-Up Challenge shall be governed by the laws of New Zealand and subject to the non-exclusive jurisdiction of the courts of New Zealand.

2.7.2 All prizes shall be inclusive of GST and will be subject to deduction of withholding tax (if any) that Entre is required by the taxation laws of New Zealand to deduct and pay to the Inland Revenue Department.

2.7.3 For prize winners who are registered for GST, the prize will be exclusive of GST. Entre requires the prize winner to issue a GST invoice to Entre the value of the prize plus GST.

## **2.8 Attendance of Competitors and Teams at all relevant Start Up Challenge Events**

2.8.1 Attendance is expected at all Challenge related events, by at least one team member, where applicable.

Any exceptional cases that would prevent a Competitor or at least one Competitor from a Team attending the events in Clause 2.8.1 will be considered by the Entre Organising Committee on a case-by-case basis. Should a Competitor or a Team be unable to have a Competitor present, notice must be provided to a member of the Entre Start-Up Challenge Organising Committee outlining the exceptional circumstances. The Entre Organising Committee may permit the Competitor or Team to nominate a representative to attend on their behalf, or suggest alternative actions. The decision of the Committee will be deemed final.

2.8.2 Failure by a Competitor or a Team to have at least one Competitor attend a compulsory Start Up Challenge Event without excuse under Clause 2.8.2 may result in that Competitor or Team being immediately ineligible to compete in the Start Up Challenge at the Organising Committee's discretion.

## **2.9 Presentations to the public and acknowledgment of Sponsors**

2.9.1 Where any Team or Competitor is required to make an oral presentation at any event relating to the Entre Start Up Challenge, they are required to acknowledge the support of the Sponsors.