

# SaaS Entrepreneur Camp

## Overview Document

### Introduction

The SaaS Entrepreneur Camp is a business idea competition where the winning team will get the chance to be funded and mentored by an angel investor from Silicon Valley. To qualify, teams must propose a software business idea that uses the Software as a Service (SaaS) delivery model. Teams will go through a qualification process which will culminate in a workshop and final judging.

This is NOT a business plan competition. We care more about the quality of your idea and the members of the team, not whether you have a full-blown business plan. What you need to have is a clear summary of the business concept (three pages should be enough to explain this) and, more importantly, a prototype.

### What is SaaS?

Software as a Service (SaaS, typically pronounced 'sass') is a model of software delivery where the vendor licenses the software for use as an on-demand service. SaaS vendors typically host their application on their own web servers, usually granting access to customers on a monthly basis. Some examples of SaaS vendors include Morph eXchange (customer relationship management, enterprise content management), Basecamp (project management), and Vertical Response (email marketing).

### Competition Schedule

The competition has several stages:

#### Stage 1: Submission of business concepts

Deadline: November 6, 2009 @ 11:59 PM

1. Form a group of 3 to 5 members and register as one team.
2. Submit your business concept to Mark Maglana ([mark@g2ix.com](mailto:mark@g2ix.com)) on or before the deadline stated above. See the section *Business Concept Requirements* below for more info on the requirements.
3. If your SaaS business concept passes the preliminary screening, we will notify you by email. You must receive a score of 6.0 or more to qualify for the next stage.

#### Stage 2: Presentation

Deadline: November 14, 2009

1. Your team will get the chance to deliver a 5-minute closed-door presentation before a panel of judges. A 10-minute Q&A will follow.
2. The presentation may be recorded and submitted to the US for further evaluation by the angel investor.
3. If you pass this stage, you will be notified by email.

NOTE: Only the top 5 applicants will be invited to Stage 3 of the competition

### Stage 3: Workshop and final judging

Deadline: December 3 and 4, 2009

1. Your team will join the workshop on this day where you will be mentored by serial entrepreneurs and angel investors from Silicon Valley and Manila.
2. Mentors will then dispense their advice to your team for a limited time (15 to 20 minutes). Afterwards, you will be given 24 hours to refine your prototype and business concept.
3. If your team qualifies as a finalist, you will be given the chance to do a 15-minute closed-door presentation before a panel of judges, followed by a 10-minute Q&A.
4. If your team wins, the real work now starts: You will receive a substantial investment from a Silicon Valley angel investor along with mentoring to make your business idea a commercial success!

IMPORTANT: The winning team must receive a minimum number of points from the judges. If no team surpasses this minimum, no winner will be declared. See section titled *Competition Scoring* for more information.

### **Business Concept Requirements**

The business concept document must conform to the following requirements. Otherwise, the submission will not be honored.

#### General Requirements

- Idea must be a Software as a Service (SaaS) business
- Pages: Three (3) pages MAXIMUM
- Size: Letter-sized
- Font: 12 pt Times New Roman font
- Margin: 1" all around
- File name: saas-entrepreneur-camp-<team name>.pdf
- No pictures, no appendices

## Cover Page

- Title in bold CAPS
- Team member names with signature
- Email address where announcement of eligibility will be sent
- The following certification: "By submitting this business concept, we certify that we meet all team eligibility requirements and agree to the terms of the competition as stated in the SaaS Entrepreneur Camp Overview Document"

NOTE: Cover page will NOT be counted as part of the total number of pages.

## Contents

The contents should cover AT LEAST the following topics

- Business idea summary (200 words or less) which may be used in PR materials or the competition website
- What the product is
- What it does for the buyer, investor, or sponsor (i.e. the benefits)
- The difference from similar businesses
- Who you are and why you will be successful

## **Competition Scoring**

There are only two criteria for judging in the competition. A team has to garner a total score above 8.0 to be declared a winner. If no team gets a point above this value, no winner will be declared. If more than one team gets a score above this value, the highest one will be declared the winner.

### Criterion 1: Technological Innovation

Refers to the design of the product and its implication on usability and productivity. Attention will also be paid to how it makes use of existing technologies to create a new and better way to do things.

- 0.0 ~ 1.0: Product or technology is taken straight "off the shelf" or has close similarities to existing products or technologies in the market.
- 2.0 ~ 3.0: Product or technology contains a moderate degree of new knowledge and complexity and is reasonably different from existing technology in the target market. This may include off-the-shelf technology that is transferred and adapted to a new, underserved market.
- 4.0 ~ 5.0: Product or technology is totally new and has few similarities to anything existing in any market, contains mostly new knowledge, development or design, and may be worthy of international attention or publishing in reputable academic or industry journals.

### Criterion 2: Business Model Innovation

Refers to the methods used to create business value. The innovation can be in any one (or all) of the following: infrastructure, offering, customer acquisition, or financial. See [http://en.wikipedia.org/wiki/Business\\_model](http://en.wikipedia.org/wiki/Business_model) for more info.

- 0.0 ~ 1.0: Business model is copied exactly or only slightly modified from an existing business model used by similar products for the target market. Example: Typical ads-supported model.
- 2.0 ~ 3.0: Business model is an improved version of an existing model used by similar products for the target market, or it is copied exactly from an existing model in another market and adapted to a new market.
- 4.0 ~ 5.0: Business model is totally new or radically re-engineered for the product to be delivered to the target market.

### **Confidentiality and Intellectual Property**

The policy of SaaS Entrepreneur Camp is that teams will retain all the intellectual property rights to their entries. The SaaS Entrepreneur Camp organizing team (organizing team) shall treat the business concepts as the confidential property of the entrant teams and have implemented confidentiality procedures in order to ensure that all information is kept confidential. However, the organizing team will request and publish public summaries of the business plans briefly describing the technology and/or innovation covered by the business concepts. Teams are advised not to disclose highly detailed proprietary information, such as engineering drawings and other patentable information, in their written concepts and especially in their public summaries as it may jeopardize any future patent applications. If you are not sure about the legal status of your own or third party intellectual property or any other aspect of your plan, we urge you to seek independent legal counsel.

### **Program for Stage 3**

#### December 3, 2009

- 09:00 Welcome Remarks: ICT Davao
- 09:15 Ayala Technology Business Incubator
- 09:50 Mentor talk: Winston Damarillo
- 10:55 Mentor talk: Dickie Gonzales
- 12:00 Lunch break
- 13:00 Team to consult with mentors (15 ~ 20 minutes each)
- 15:00 Teams to refine their business concept and prototype

#### December 4, 2009

- 15:00 Final submission of updated prototype and business concepts
- 17:00 Announcement of top 3 finalists
- 17:30 Final presentation of top 3 finalists
- 19:00 Declaration of winner

### **Frequently Asked Questions**

Do I need to have a full-blown business plan?

No. You need a 3-page (MAX) business concept however.

Do I need to have a prototype?

Yes. You need to have this on Stage 3. However, it will help your case A LOT if you are able to present it during Stage 1 and Stage 2.

Do I need to host the prototype myself?

Once you have qualified for Stage 2, we will provide you with a host via the Morph Application Platform. The hosting will be good for 28 days leading up to the final day of the competition.

Does the prototype have to be built from scratch?

Not necessarily. You may use the full range of open source software available on the Internet as your starting point.

What is the expected team composition?

The team must have 3 to 5 members with at least one professional.