



Malaspina Glacier. Image Courtesy: NASA

# THE AL GORE SUSTAINABLE TECHNOLOGY VENTURE COMPETITION™ INDIA

FOR PLANET EARTH & FUTURE GENERATIONS  
IN HONOUR OF NOBEL LAUREATE AL GORE

**INDIAN INSTITUTE OF TECHNOLOGY (IIT) MADRAS  
CHENNAI, INDIA, SEPTEMBER 30 – OCTOBER 3, 2010**



**PROF. OOPALI OPERAJITA**

Chair & Founder

The Al Gore Sustainable Technology  
Venture Competition™

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Plans Being Accepted: June 30 – August 10, 2010

**Deadline for Electronic Submission of Plans: August 10, 2010**

Declaration of Finalists: August 18, 2010

Mentoring Period: August 18 – September 24, 2010

Intensive Mentoring at IIT Madras: September 30 – October 1, 2010

Live Presentations to the IIT Madras Judges' Panel: October 2, 2010

Awards ceremony at IIT Madras: October 3, 2010

## RULES FOR THE 2010 COMPETITION

- Teams of 3-6 students – post graduate students or undergraduate students, must include at least one MBA candidate . Engineering/Science/Technology and MBA students are encouraged to work together as a team. A team may consist of participants from 2 institutions, not more.
- Each team must officially represent their institution and be mentored by a professor.
- Each institution may submit a maximum of 4 proposals in the first round of the competition.
- Each institution may send a maximum of 2 teams to the final competition at IIT Madras.
- The business plans must represent an actual prospective business. This is not simply an academic exercise.
- The deadline for electronic submissions is **2400 hours IST on August 10, 2010** and proposals must be sent to **ALL THREE** of the following: ***agstvc (at) gmail (dot) com, lsg (at) iitm (dot) ac (dot) in and agstvc (dot) iitm (at) gmail (dot) com.***
- Business plans must be submitted in the following format, **double-spaced, in Arial 12-point font**:
  - a) Executive summary (1-2 pages)
  - b) Detailed Business Plan (12-18 pages)
  - c) Financial summaries - cash flow, profit/loss, balance sheets, funding request/ROI/exit (3-5 pages)
  - d) Sustainability benefits quantified, with discussion of metrics (3-5pages)
  - e) Supplemental data to explain an unusual market or technology (0-3 pages)
  - f) **Contestants must submit a 3-page synopsis of the business plan as well.**
- The business plan must meet traditional return-on-investment and profitability standards, while demonstrating eco-friendliness and eco-sensitivity by increasing sustainability.
- Each business plan will be evaluated for its sustainability benefits. The business plan must detail the sustainability benefits resulting from the project, such as climate change mitigation, energy efficiency, beneficial materials, (toxicity, efficiency, renewables, and so on), cleantech and water security, to name just a few. You will have to discuss the metrics by which these benefits are quantified.
- Judges will include venture capitalists, angel investors and entrepreneurs.

Sustainable technology is defined for this competition as products or services that use new or innovative technologies, or processes, to enhance the usability and effectiveness of renewable resources, leading to lower costs and waste, and measurably reduce adverse environmental impacts in product life cycles which might constrain future generations. Succinctly, these are projects that will increase sustainability on the planet.

Applications of sustainable technology are possible in many industry sectors: energy, transportation, engineered materials and chemicals, climate change, and the transformation of environmental toxics.

If you have any further queries, please contact: ***lsg (at) iitm (dot) ac (dot) in or agstvc (at) gmail (dot) com***

## THE WINNERS, RUNNERS UP & FINALISTS WILL RECEIVE CASH PRIZES

### THE AL GORE SUSTAINABLE TECHNOLOGY VENTURE

**COMPETITION™** follows the same rules as the MOOT CORP Competition of the McCombs School of Business at The University of Texas at Austin. Listed below is the complete set of rules for the competition, with a couple of competition specific emendations.

## MOOT CORP® COMPETITION OFFICIAL RULES

### The Spirit of the Competition

The MOOT CORPR Competition and the prestigious qualifying competitions purport to stimulate and nourish the Entrepreneurial Spirit in MBAs, Technology, Science and other

graduate students around the world. In particular, these competitions seek to encourage entrepreneurially oriented graduate students to develop and grow new ventures based either on their own ideas and technologies or those developed by others, including faculty members at their respective colleges and universities. These competitions also seek to provide the participating graduate students with forums in which they develop skill in pitching their ventures to investors and receive constructive feedback for increasing the probability of successfully launching their ventures. Finally, each year the MOOT CORP Competition will provide the "best" of these ventures with substantial resources to assist the "winning" student team in launching its venture. To provide a relatively level "playing field" for student teams from around the world, the directors of the major competitions have developed the following set of rules that all participating teams are expected to satisfy. At the same time, the directors recognize that no set of rules, no matter how thorough or carefully developed can ever cover all circumstances. Accordingly, all teams and the universities that they represent are expected to abide by the specific rules enumerated below as well as the overall spirit of these competitions. The directors reserve the right to disqualify any team that violates the rules, regulations or the spirit of the competitions.

### **Venture and Team Eligibility Rules**

**Student Involvement:** The competition is for student created, managed, and owned ventures. In other words, students must:

- (1) have played a major role in conceiving the venture,
- (2) have key management roles in the venture, and
- (3) own significant equity in the venture.

In general, a member of the student team should be CEO, COO, or President of the venture, or members of the student team should occupy 50% or more of the functional area management positions that report directly to the CEO, COO, or President. Members of the student team should also own 50% or more of the equity allocated to the management team and key advisors. An equity position of less than 50% of the equity allocated to the management team and key advisers, and/or less than 20% of the total equity of the venture will be suspect and require the students to show evidence that they were a major cause in the venture creation. One objective of this rule is to exclude ventures formed and managed by non-students who have given token equity to MBAs for writing their business plan.

**Team Composition:** This is a competition for graduate students, and at least one graduate student must be a member of the venture's startup management team. A team with a few 4 undergraduates may be allowed to compete, and the undergraduates may participate fully. All graduate students, not just MBA candidates, are eligible to participate in the competition. This includes executive MBAs. Non-students may be members of the venture's management team and may participate in planning the venture. **However, only students may participate in the final presentation at IIT Madras.** In other words, only students may present the plan and answer questions from the competition judges. A team may consist of between 3 – 6 students; although there is no restriction on the total size of the venture's founding team.

**Student Enrollment:** The competition is for students enrolled in the current academic year. Students who graduated in the preceding academic year are not eligible to participate. However, an exception will be made for students who both wrote their business plans for academic credit and graduated during the preceding summer.

**Nature of Ventures:** The competition is for new, independent ventures in the seed, startup, or early growth stages. Generally excluded are the following: buyouts, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations. Licensing technologies from universities or research labs is not excluded and is encouraged, assuming they have not been commercialized previously. All ventures must be seeking outside equity capital.

**Prior Activity:** Ventures may compete only once in the MOOT CORP Competition or in any of the qualifying competitions. Also, ventures may not compete in any Moot Corp qualifying competitions after they have competed in the MOOT CORP Competition. However, ventures may compete in different Moot Corp qualifying competitions in different academic years, provided that they meet all other Prior Activity and Moot Corp Qualification Rules. Ventures

with revenues in prior academic years are excluded. Ventures that have raised equity capital from sources other than the members of the student team before the current academic year are excluded. Ventures that have legally set up a venture identity or have undertaken any other formal startup activities prior to the current academic year are excluded. However, both student and other team members may have worked on an idea or new technology in previous academic years or in the case of the student team members even prior to entering graduate school, provided that their venture had no revenues and raised no outside equity capital, and/or did not undertake any other formal startup activities prior to the current academic year. University Sponsored: The business plan must be prepared under faculty supervision. Ideally, the business plan will be prepared for credit in a regularly scheduled course or as an independent study. The business plan must represent the original work of members of the team.

**All universities with participating teams are strongly encouraged to send faculty or other university advisors to the team to the competitions in which their teams compete.**

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