



# **2019 Global University Pitch Competition**

**Official Rules**

# "People don't want to buy a quarter-inch drill. They want a quarter-inch hole."

Theodore Levitt

Early in the lifecycle of new technologies, there is often a divide between technology and business. Successful start-ups in the enterprise blockchain space have been the ones that have identified a business problem that fits the technology well. This global competition, open to all students, is a forum to help support students to identify proper enterprise blockchain use cases for their own businesses.

We hope to see you in the War Room.

## Official Rules

1. **Sponsor:** The sponsor of the Pitch Competition is R3 LLC, located at 11 West 42nd Street, 8th Floor, New York, NY 10036.
2. **Basic Description:** The Pitch Competition is being held to support student's efforts to identify pertinent enterprise blockchain applications. Winning start-ups will be given additional resources to pursue the development of a CorDapp (applications built on the enterprise blockchain platform Corda). The contest will consist of two rounds: Round 1 concludes on March 14<sup>th</sup>, 2019, Round 2 concludes with a presentation on April 26<sup>th</sup>, 2019.
3. **Eligibility:** The Pitch Competition is eligible for all students globally that are currently enrolled at an academic institution. Winning teams may be asked to provide proof of their enrolled status. Submissions can be from as few as one person, to as many as a team of five. Teams may be comprised of students across different schools. No technical background is required — the competition is designed to be broadly accessible by different types of students.
4. **Round 1 Submission:** The Round 1 submission is a completed "[Pitch Competition Application](https://www.r3.com/pitch-competition/)," available on the main Pitch Competition website (<https://www.r3.com/pitch-competition/>). The submission is limited to 2 pages. Please do not include the questions from application prompt in the submission. All first round submissions must be received by 00:00 UTC on March 14, 2019. There will be no exceptions for late responses.
5. **Round 2 (Final) Submission:** The Round 2 submission is a completed "Pitch Competition Powerpoint Deck." Advancing teams to Round 2 (the Final Round) will have their team name posted on the Pitch Competition website (<https://www.r3.com/pitch-competition/>) by 00:00 UTC on March 18, 2019. Individuals and teams accepted into Round 2 will also be notified over email by that time and will be provided with the "Pitch Competition Powerpoint Deck" for completion. A completed submission will be due by 00:00 UTC on April 24, 2019.
6. **Round 2 (Final) War Room Event:** Round 2 will also involve a ten minute presentation of the "Pitch Competition Powerpoint Deck" at time yet to be determined on April 26, 2019. Round 2 teams will present to an audience of R3, it's member banks, and partners, providing teams with

exposure to a wide range of enterprise blockchain professionals. It will be a global event, held simultaneously at R3's offices at the following locations:

- New York: 11 West 42nd Street, 8th Floor, New York, NY 10036
- London: 2 London Wall Palace, London, EC2Y 5AU
- Singapore: 80 Robinson Road, #09-04 Singapore, 068898

If the team is unable to attend in person, they will be provided with a video conference link for the presentation. Travel expenses will be at the discretion of R3's University Engagement team. Winning teams will be notified by 00:00 UTC on April 28, 2019.

7. **How to Enter:** An email, with all teammates CC'd, must be sent to [pitch@r3.com](mailto:pitch@r3.com), prior to the aforementioned deadlines, with the following title: "Round 1 (or 2, if applicable): Team Name" and attached PDF (or word/powerpoint) document.
8. **R3 Sponsor:** Successful submissions from Round 1 will receive an R3 sponsor for feedback and assistance with preparation for Round 2.
9. **Evaluation Committee:** Decisions regarding Round 1 submissions will be made by R3's University Engagement team. The Round 2 decisions will be made by a committee consisting of R3's management, and select committee members from member banks and partners. The University Engagement team will recuse themselves from final round evaluation.
10. **Evaluation Criteria:** Both rounds will be evaluated on five criteria on a scale from 1-5. Scores will be consolidated into a composite score. Upon request to [pitch@r3.com](mailto:pitch@r3.com), teams can receive their composite score and feedback about the submission.
  1. **The Problem:** Is there a real industry business problem?
  2. **The Technology Fit:** Can blockchain technology (and specifically Corda) address the particular use case?
  3. **The Process:** How would the team go about building the solution to the problem?
  4. **The Presentation:** How polished and well developed is the approach?
  5. **Feasibility:** What is the feasibility of the approach's success (viability of the business model, consideration of merits vs. risks)?
11. **Resources and Education:** There are three primary resources to assist with education for the contest.
  - a. First, the University Engagement team has compiled a list of relevant resources to help to guide submissions and idea generation. These resources are available at <https://www.r3.com/pitch-resources/>. They include resources that educate both about the Corda platform and about different use cases for blockchain technology.
  - b. Second, the University Engagement team will tour several universities for on-campus presentations from January through March of 2019. Please email [universityengagement@r3.com](mailto:universityengagement@r3.com) to enquire about the date of visit at your university. Or, reach out to your university's blockchain club to determine if there is a visit planned.
  - c. Third, the University Engagement team will host four public education webinars, throughout February. These webinars will involve an "Intro to R3/Corda," "Review of Available Resources," "What Makes a Good CorDapp?," and "University CorDapps in

Depth: Presentations.” For times and dates of these sessions, please monitor the Pitch Competition website (<https://www.r3.com/pitch-competition/>).

12. **Communication:** The University Engagement team will notify participants of any changes or alterations to the competition structure over email. All significant updates will also be made public on the main competition site at <https://www.r3.com/pitch-competition/>. Lastly, updates will periodically be updated on the #corda-university channel on the Corda slack <http://slack.corda.net/>. Please reach out to [pitch@r3.com](mailto:pitch@r3.com) with any further questions.
13. **Intellectual Property Disclaimer:** All intellectual property of students is and shall remain the sole and exclusive property of such students. Recipients of the intellectual property do not acquire (by license or otherwise, whether express or implied) any intellectual property rights or other rights under any disclosure hereunder.
14. **Prizes:** The following list of prizes will be rewarded to the winner of the Pitch Competition.
  1. **First Place: \$15,000.** Second Place: \$3,000. Third Place: \$2,000.
  2. An email from Satoshi himself forwarded from Mike Hearn to your team’s inbox.<sup>1</sup>
  3. [Free office space](#) in an R3 office (NY, London, or Singapore) from June – September of 2019.
  4. Consideration for admission into R3’s EIR (Entrepreneurship in Residence) program, and will have the opportunity to present in front of Adroc Technology Partners’ Investment Committee.
  5. Breakout Session presentation slot at R3’s flagship event [CordaCon](#) in 2019.
  6. 15 minute Showcase Call slot presenting to the R3 universe of partners and global banks.
  7. 1 year access to R3 Research’s Private Reports (see list at <https://www.r3.com/research/>).
  8. Prime real estate in the R3 Ledger, a blockchain newsletter delivered to 15,000 people in R3’s community across the enterprise blockchain space. The article will include a description of the idea and biographies of the students.
  9. Media exposure as available – Potential placement of article describing your idea at a news outlet, co-written with the R3 Research team.
  10. Corda Swag Bags: Shirts, yo-yos, stickers for team members.

**University Prize:** The University with the most submissions will receive exclusive access amongst universities for the year to the non-public 11 Architecture Working Group whitepapers. These 600+ pages are a must have resource for any start-up building applications that aim to go into production. They include the functional and non-functional requirements collected by a technical team involving participants from 30+ global banks, that inspired Corda’s unique architecture.

Note: All federal, state and local taxes with monetary prizes are the sole responsibility of the competition winners, who may be required to complete appropriate tax forms.

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<sup>1</sup> Note, these are already public here <https://plan99.net/~mike/>, but wouldn’t it be cool to have a message from Satoshi forwarded to your inbox?



## About R3

R3 is an enterprise software firm working with a network of over 200 banks, financial institutions, regulators, trade associations, professional services firms and technology companies to develop Corda, its blockchain platform designed specifically for businesses. R3's global team of over 160 professionals in nine countries is supported by over 2,000 technology, financial, and legal experts drawn from its global member base.

Learn more at [r3.com](https://r3.com) and [corda.net](https://corda.net)

## Locations

### New York

11 West 42<sup>nd</sup> Street, 8<sup>th</sup> Floor, New York, NY 10036

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