



Final Submission

In-depth information about submitting/competing can be found on the next page

Your final submission should include the following:

- One-Page Abstract on Idea, Value Proposition, Business Model (DOC or PDF)
- Powerpoint Deck (PPT or PDF)
- Business Model Canvas (PDF)
 - <http://www.businessmodelgeneration.com/canvas/bmc>
 - <https://canvanizer.com/>
- Completed W-9
 - <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

Resident or Non-resident Aliens

For financial reasons, please submit these additional documents:

- **Instead of a W-9**, complete a W-8 Ben, which can be found here:
 - <https://www.irs.gov/pub/irs-pdf/fw8ben.pdf>
- I20
- I94
- Copy of passport photo page
- Visa Stamp from passport

Don't hesitate to reach out to transcenduw@gmail.com with any quesitons.

For the latest updates on the competition, follow Transcend on Twitter and Facebook.

Questions? We're just a few clicks away | transcenduw@gmail.com



[/transcendwi](https://www.facebook.com/transcendwi)



[@WITranscend](https://twitter.com/WITranscend)

Submission Details

U.S. Citizens

Please return the following as early as possible. Do not wait until the day of to complete your W-9s (they are easy to fill out).

Submit your W-9 to Eve Ferguson in **Room 170 at 1410 Engineering Drive** by **4pm** on **February 29th**, and send all other completed documents via **email** to transcenduw@gmail.com by **11:59pm** the same day.

These are for tax purposes in order to present award money to winning teams.

Completed W-9 Form

- The document can be found here: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>
 - One must be completed for **each** team member, or a single W-9 for a company if your team has formed an LLC, C-Corp, S-Corp, or other legal entity.
-

Submit the following via email:

One-Page Executive Summary | send as a DOC or PDF

- Fill out the **Executive Summary document** - found in submission emails, at the end of this guide and available for download at this link:
<https://drive.google.com/file/d/0ByjPqQL0D5JrRjQwamczVWtUeUk/view?usp=sharing>
 - This document outlines your idea.
 - Include your idea, the problem your idea solves, the value proposition, the customer you are reaching, and your business model (see Business Model Canvas below with questions).

Powerpoint Deck | send as a PPT

This is the finalized presentation that you will use in the *Transcend Madison-Innovation Competition*. It should outline your business model and idea. Take this as your chance to really **sell** your idea and give your narrative as much human appeal as possible.

- You will use this PowerPoint file during your presentation on **March 10th or 11th**.
- If you *need* to make any updates to your Powerpoint after the submission deadline date on March 1st, please email us directly at transcenduw@gmail.com before **March 9th**.

Business Model Canvas | [send as a PDF, PNG, or JPEG](#)

If you need help filling out this canvas, watch this video:

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

- Fill out your business model canvas using one of the following websites:
 - <http://www.businessmodelgeneration.com/canvas/bmc>
 - <https://canvanizer.com>
 - You don't have to use these websites, but this format must be used.
- A **Business Model Canvas** is a lean startup template for developing your **business model**. It is a visual chart with elements describing a firm or product's value proposition, infrastructure, customers, and finances.
 - Focus on **Product-Market Fit** first. This means completing the **Value Proposition** and **Customer Segment** boxes.
- Innovative ideas change constantly. That is why you are not creating a business plan. The Business Model Canvas is a *living* document, and you should treat it as such. Update each section as your idea grows.

Questions? We're just a few clicks away | transcenduw@gmail.com



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Submission Details

Non-resident or Resident Aliens (Non U.S. Citizens)

Please submit the following as early as possible. Do not wait until the day of to submit tax information.

Submit the following to Eve Ferguson at **Room 170, 1410 Engineering Drive** by **4pm** on February 29th

These are for tax purposes in order to present award money to winning teams.

- Completed **W-8Ben Form**
 - The document can be found here: <https://www.irs.gov/pub/irs-pdf/fw8ben.pdf>
 - One must be completed for **each** team member who is a non-U.S. citizen.
- If you are competing as a company and would like the money to go to your company, a W-9 for said company is sufficient.
- I-20
- I-94
- Copy of passport photo page
- Visa Stamp from passport

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March 10th and 11th

Competition Itinerary

Taking place in multiple rooms on the 3rd floor of Union South

- Opening remarks will be held at **9:00am** in **Union South** on **March 10th**. We ask all participants be present.
- You can check-in at the **Transcend booth** at any time on **March 10th** with your **poster**, but we recommend you do so early so it can be on display for the entire day.
 - Use your poster to explain the problem and display your solution, your idea.
- We understand you have class commitments; however, you should prepare ahead of time so that your team can be present for as much of the two days as possible next to your poster to promote your idea to passersby:
 - We have over **100 entrepreneurial leaders** from the community invited to view the presenters and poster boards, make an impression.
- You will be sent a presentation time slot between your submission on **February 29th** and **March 7th**.
 - Your team is expected to arrive for your designated presentation time **15 minutes early**. We will have your presentation PowerPoint prepared ahead of time.
- The competition will close on **March 11th**. We will make our closing remarks and announce prizes. You must be present.

To end Transcend Madison, you are all invited to join us at a celebratory social with our sponsor [Capital Entrepreneurs](#). Stay tuned for details.

Transcend Madison Innovation Competition—2016

Team Name: _____

Must be @wisc.edu email addresses

Team Member 1: _____

Email: _____

Team Member 2: _____

Email: _____

Team Member 3: _____

Email: _____

Team Member 4: _____

Email: _____

Team Member 5: _____

Email: _____

Executive Summary

<Include Executive summary in this space>