

## **ALL DETAILS SUBJECT TO CHANGE**

### **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 **March 13th**, and send all other completed documents via **email** to [transcenduw@gmail.com](mailto: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 29th**.

#### **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](mailto:transcenduw@gmail.com)



[/transcendwi](#)



[@WITranscend](#)

## 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 **March 13th**

*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

---

*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 29th**.

## 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](mailto:transcenduw@gmail.com)



[/transcendwi](#)



[@WITranscend](#)

## March 29th and 30th

# Competition Itinerary

*Taking place in the Wisconsin Institute of Discovery, H.F. DeLuca Forum*

- Opening remarks will be held at **9:00am** in **Wisconsin Institute of Discovery** on **March 29th**. We ask all participants to be present.
- You can check-in at the **Transcend booth** at any time on **March 29th** with your **poster**, but we recommend you do so early so it can be on display for the entire day. Check-in and poster set up will begin at 8:00am.
  - 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.
- There will be two rounds of judging. In the first round, every team will present to the panel of judges. The judges will then deliberate and select teams for call backs. This is a chance for selected teams to refine their pitch and answer any remaining questions the judges may have before judges make their final decisions.
- You will be sent an initial presentation time slot between your submission on **March 14th** and **March 24th**.
  - 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 30th**. 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. Stay tuned for details.