The Founders Laboratory Presents:

idealogy Festival 2020

STARTUP CHALLENGE
GUIDELINES

Section 1 Overview
The following set of rules listed below will be applied throughout the Idealogy Festival Startup Challenge. It is expected that every member from each competing team to familiarize themselves with the rules and guidelines listed below. It is also expected that teams will follow these rules and guidelines.

Section 2 Eligibility and Team
Teams must fulfill each criteria:
- Each team must consist of 3-5 active full-time undergraduate/ diploma / post-graduate students from any majors in ITB as a Hacker, Hipster, and Hustler (see the reference: https://www.forbes.com/sites/andyellwood/2012/08/22/the-dream-team-hipster-hacker-and-hustler/#43157dab2c85)
- If teams have an outside university members, we would not prioritize the outside university member of the team
- If a team passed to the Startup Challenge, at least two-thirds of the team members must participate in the Pitching Session during D-Day. Absence of a team member cannot be represented by others from outside of the team, no rule or judging exception will be given. Any more absence would result in disqualification.

Section 3 Competition Format

The event will consist of three (3) rounds;
1. Pitchdeck Submission
2. Startup Challenge
3. Final Round: Grand Seminars & Pitching Day

Team must submit their pitchdeck, if any, attach Business Model canvas or Company Profile (recommended but not mandatory)

TIMELINE

Phase 1: Pitchdeck submission
- Due Date: 12 June 2020
- Objective: Seleksi ke Semi-Final round
- Output: Selected 10 startup
- Scheme: Online Pitchdeck submission, online assessment

Phase 2 : Semi-Final Round; Start-Up Challenge
- Date: 16 – 31 June
- Objective: 10 Selected startup will going to Final Round
- Output: Selected 10 startup
- Scheme:

    a.   The 10 startups will be classified into categories that are closely related to the industry they are in.

    b.   At (determined date and time), every category within some specific startups are required to open a given link that connects them to google meet to have further information related to the startup challenge supervised by 2-3 people of The Founders Laboratory, to be reminded every category will be sent a different link.

    c.   In every google meet, the information given will be :

1. All the startups are challenged to have product development cases to solve within 1 week by their mentor for startup.
2. All startups are allowed to use and ask for any kind of resources needed in solving the case.
3. Make a pitchdeck report in Instagram format regarding your project. The format will be :

    a.   Caption:
- Title of the Challenge Case given by the Mentors
- Name of the product
- Tools or Framework used to develop your idea or startup
- Obstacle Experienced
- Solution Demo
  Details how your startup solves the problem.

    b. Team Members & Partners in your start of Feeds for The Startup Challenge
- Explain about your team with; Number of members, and experience/background/education of each member.
- Your team (HIpster, Hacker, Hustler Progress)
- If your startup is having vendors to help you out, please state their name and which part they were working onto.

Phase 3: Final Round

    a.   Final Round would be held by 4-5 July 2020 on Main Event Idealogy Festival 2020

    b.   Each Team selected to Final Round Required to attend Grand Webinars on 4 July 2020

    c.   Finalist Required to do Pitching Session and Compete with another Finalist on 5 July 2020 (Media will be announced soon)

Startup Matchmaking: Introduction
For individuals that want to participate but are missing in partners and ideas, this program is meant as an optional path for them to create a team, through completing the details required on Bit.ly / TFLStartupMatchmaking available until the 4th of June. Participants will find out about their final team via our social media on the 5th of June.

PAPER SCORING RUBRIC
Scoring Criteria:

- **Team**
- **Idea**
- **Product**
- **Market**
- **Business Model**
- **Roadmap**

No	Criteria
1.	**Team**
	- A balanced team with complementary skills sets - Hipster - Hustler - Hacker
2.	**Idea**
	- Clear understanding about the problem that wants to be solved. Type, size, and urgency of the problem. - Presenting solution that match with the problem - The company has capability to deliver the solution
3.	**Business Model**
	- Elaborate clearly about how the business makes money - Knowing the way they maximizing resources to deliver value proposition
4.	**Market**
	- Shows that the idea has big enough market opportunity - Has clear enough "Go to Market strategy"
5.	**Stage**
	- Startup is find their Early traction - Good Execution in MVP / prototype