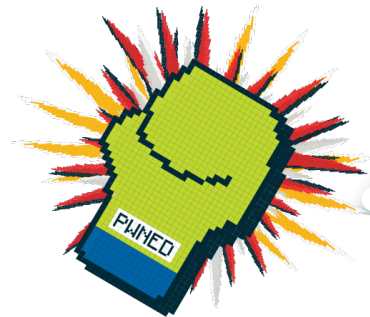


KNOCKOUT 2013

SEPTEMBER 26-27



CHAMPIONSHIP BOUT

You're 24 hours in, sweat beading on your brow, with what could be the most perfect credit union solution in your clammy hands, and it's up to YOU to present it – on no sleep, no back-up plan, with nothing but your passion and five short minutes to convey the brilliance of what your team has put together.

That, and this worksheet. Don't let your hands tremble too much as you fill it out.

The Opponent

What's the problem you're addressing? Who's the audience?
What opportunities will this create for Credit Unions?

Your Secret Weapon

What's your big idea? How is it different from what's out there?
How will you demonstrate its functionality?

The Bad News

What are the barriers or issues that could stand in the way of
getting your big idea to the marketplace?

The Good News

What do you foresee as the potential ROI on your big idea?

The Ol' One-Two

Resources & Time to Market: Let us know what will be needed to
implement your idea and how quickly it can be executed.

Your Motto

Give us the elevator pitch – one sentence that describes the
who, what, where & why we should care.
