



**September 24 - 25, 2011**

Thanks for registering for Build Madison, time to get excited! It's going to be another awesome event. Here's some more info:

**Forming Teams:** There are no rules regarding team size or structure. You can be your own team, meet people at the event, bring people with you, etc. Everything goes- you may even find yourself helping out multiple teams.

**What to Bring:**

Sector67 will be supplying hand tools, tables, chairs and Internet. Plan on bringing any other equipment you need, such as a **computer**. We'll have food, snacks and drinks generously provided by our sponsors.

**Prize List:**

\$500 First Place Award

\$250 Second Place Award

\$100 Third Place Award

\$100 People's Choice Award

One Year Virtual Collocation Hosting from SupraNet

2x Sony Vegas Movie Studio Platinum HD

3x 6 Months of Schematical's Facebook Marketing Platform

Flatt Cola provided free during the event

The top cash prizes will be awarded by a panel of judges. The People's Choice will be awarded to the team that receives the most votes from the audience. Other prizes will be awarded by their individual sponsors. The criteria that will factor in for the top cash prizes are:

- How big of a need does the project fill
- How much value is provided
- How polished the project is
- How production ready the project is
- How well the group utilized a variety of skillsets
- The quality of the final presentation

## Sponsors:



## Intellectual Property

We've had several questions about intellectual property. Build Madison has no rights to any IP. Other issues related to IP are the participants' responsibility- of course, if there's an idea you're not willing to share, please don't pitch it. Keep in mind that an idea's only as valuable as its execution and we encourage you to take the step towards making it real by pitching. Last time around there were no issues.

## Itinerary:

### Saturday, September 24

**11 AM Saturday- Idea Pitching:** Attendees show up at [Sector67](#) for a brief intro to the event. This is followed by a pitch session where anyone can pitch an idea as a potential project for the day and get feedback from the group. It's certainly not required to bring an idea, but it's an opportunity to turn one into something real, so share one if you've got it!

**12 - 6 PM- Team Forming and Product Building:** Group splits into teams based on their interest in ideas presented and relevant expertise. Teams organize and begin to build their concept from idea to product. Capital Entrepreneurs members will serve as mentors to keep teams on track and aid in programming, branding or other difficulties.

**6 - 7 PM- Dinner and Discussion:** Dinner break. Teams take a break to eat, mingle and relax. Teams with specific dilemmas can put them out to the group brain trust for potential solutions. If

you were around last event, you know that dinner/eating may continue past 7 or may take place while you continue to work.

**7 PM - Midnight- Product Development:** Teams continue to develop their product. Development includes preparation for a presentation and release of their product, and must include a short description with appropriate screenshots or prototype images.

**Midnight- Recommended Finish:** Recommended stop time for the night. Teams are encouraged to have a finished product ready to present and release by this point. Workspace will remain available through the night for those too excited to sleep, which was the case for many last year.

### **Sunday, September 25**

**11 AM Sunday- Project Presentation:** Participants reassemble to show off their masterpieces. Each team give a 5-minute demo or presentation of what they've accomplish and their plans to launch it.

**Noon Sunday- Prizes, Celebration and Farewell:** Winners are selected and prizes are handed out by their sponsors. Project descriptions will be posted on the Capital Entrepreneurs website and teams will be given an exit package to help them release their product.

