



September 22 - 23, 2012

It's the moment we've all been waiting for... Build Madison is back! Here's some more info about another awesome event:

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.

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.

Intellectual Property

We've had several questions about intellectual property. Build Madison has no rights to any IP for projects created at the event- other issues related to IP are the participants' responsibility. Of course, if there's an idea you're not willing to share, don't pitch it, but keep in mind that an idea's only as valuable as its execution. We've never had issues in the past and we encourage you to take the step towards making your idea real by pitching.

Prize List:

- \$100 Most Innovative Award
- \$100 Most Functional/Polished Award
- \$100 Biggest Impact Potential Award
- \$100 People's Choice Award
- In-kind prizes from sponsors

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.

Presenting Sponsors:



In-Kind Sponsors:



Organizing Partners:



Itinerary:

Saturday, September 22

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 23

11 AM Sunday- Project Presentation: Participants reassemble to show off their masterpieces. Each team give a 3-minute demo or presentation of what they've accomplish and their plans to launch. Experienced panel will give focused feedback on product features and suggestions for how team can move forward with release.

Noon Sunday- Prizes, Celebration and Post-Event Happy Hour: Winners are selected and prizes are handed out by their sponsors. Project descriptions will be posted on the Capital Entrepreneurs website, and then all attendees are invited to One Barrel Brewing for happy hour and discussion.