$100,000 PRIZE!
Created by the Lowell Milken Family Foundation and the Richard and Ellen Sandler Family Foundation with gifts totaling more than $500,000. This is the first year of at least five years for this competition.
RULES, FAQs AND RESOURCES CAN BE FOUND ON THE LOWELL MILKEN INSTITUTE WEBSITE:

lowellmilkeninstitute.law.ucla.edu

Sign up for email mailing list!
SUMMARY OF THE RULES
A TEAM BUSINESS PLAN COMPETITION FOR UCLA STUDENTS TO DEVELOP NEW VENTURES
A TEAM OF UCLA STUDENTS

- Two to six members
- At least one member must be an Eligible Law Student:
  - A current J.D., LLM or S.J.D. student in good standing and eligible to graduate from UCLA School of Law in May 2016; or
  - A person who graduated from UCLA School of Law with a J.D., LLM or S.J.D. degree in 2015 or 2014.
The remaining members must be Eligible UCLA Students:

- A person who is enrolled full-time and in good standing at the college or any other school at UCLA including professional and graduate schools.
- Person still eligible even if the person graduates after Dec. 1, 2015.
TO DEVELOP NEW VENTURES

- For Profit
- Not-For-Profit
- Public Benefit
- Commercial Enterprise or Social Entrepreneurship
- Not more than $25,000 in equity or debt and not venture backed
BUSINESS PLAN

- A BUSINESS PLAN IDENTIFIES THE GOALS OF A BUSINESS AND EXPLAINS HOW THE BUSINESS WILL ACHIEVE ITS GOALS.

- WHAT IS THE PROBLEM YOU ARE TRYING TO SOLVE?

- WHY IS THE PROBLEM WORTH THE RESOURCES TO SOLVE?

- HOW WILL YOU SOLVE THE PROBLEM?
WHAT IS THE MARKET?
WHERE DOES THE VENTURE FIT IN THE MARKET?
BUSINESS PLAN

LOWELL MILKEN INSTITUTE
SANDLER PRIZE FOR NEW ENTREPRENEURS

Highlights

Sales
Gross Margin
Net Profit

Year 1
Year 2
Year 3
BUSINESS PLAN

- RISKS
  - FINANCIAL
  - OPERATIONAL
  - LEGAL/REGULATORY
- OPERATIONAL ASSESSMENT
- HOW IS THE BUSINESS GOING TO BE MANAGED AND RUN?
- CAN THE TEAM MANAGE?
- ANYTHING ELSE
COMPETITION

- October 30, 2015: Registration Opens
- January 29, 2016: Registration closes
- March 18, 2016: Business plan due
- April 2016: Public round with oral presentation
COMPETITION

- Forms required for registration will soon be available on the website.
- Team members names and contact information.
- Brief statement of proposed venture.
- Representations regarding eligibility at time of registration, at time of submission of the business plan and at time of the public round of competition.
THE $100,000 PRIZE

- Awarded at the sole discretion of the judges (meaning that they can decide not to award it at all); and
- Must be used to develop the business.
CHALLENGES
HOW DO I FIND A PROBLEM WORTHY OF THE PRIZE?

HOW DO I DEVELOP A SOLUTION THAT SOLVES THE PROBLEM?
HOW DO I CREATE A TEAM?
Lots of Potential Team Members:

- UCLA College
- UCLA Graduate Division
- School of Arts and Architecture
- Graduate School of Education and Information Sciences
- Henry Samueli School of Engineering and Applied Science
- Anderson School of Management
- Luskin School of Public Affairs
- School of Theater, Film and Television
- David Geffen School of Medicine
- School of Dentistry
- School of Nursing
- Fielding School of Public Health
- Semel Institute for Neuroscience and Human Behavior
- Lowell Milken Institute website  
  www.lowellmilkeninstitute.law.ucla.edu
- Bruincubate  www.bruincubate.com
- StartupUCLA  startupUCLA.com
- UCLA Blackstone Launchpad  ucla.thelaunchpad.org
- Meetups, presentations, talks
- Week of Oct. 4 – Innovation Week at UCLA
- October 19-Meetup at the Law School
Almost every UCLA School has at least one student group dedicated to entrepreneurship. See lists on Lowell Milken Institute and Bruincubate websites.

Bulletin board on Lowell Milken Institute website.
HOW DO I CREATE A PERSUASIVE BUSINESS PLAN?
Formal Methods
- Professor Abe’s course at the Law School: Entrepreneurship and Venture Initiation
- Other courses on UCLA campus

Informal Methods
- Significant UCLA resources available
  Check Resources page on Lowell Milken Institute website
- “How to Start A Startup” podcast based upon the Stanford course
- UCLA Blackstone Launchpad resource
Each team will be assigned at least one mentor to assist them.

- Mentors will be lawyers who counsel startups, entrepreneurs, investors and others who have experience with startups.

- Teams will not be able to pick mentors. Mentors will be assigned to them.

- Limit on the amount of time mentor will be able to spend.

- Some mentors may not be in the LA area.
A BRIEF LOOK AT THE BIGGER PICTURE
ENTREPRENEURSHIP AND THE LAW AT UCLA SCHOOL OF LAW

CURRICULUM
- Law 391: Venture Capital and the Start-up Company
- Law 392: Lifecycle of a Corporation
- Law 446: Entrepreneurship and Venture Initiation
- Existing courses on business associations, tax, executive compensation, M&A, intellectual property, business torts and others

Joining with the UCLA and the Greater Los Angeles Entrepreneurial Community
- Events on and off campus
- Other UCLA competitions