

# Tiger Tank Application

The Tiger Tank Pitch Competition is an annual seed-funding grant competition held each spring semester and open to all active undergraduate and graduate UofM students.

Applicants will receive expert advice throughout the competition cycle:

- Business Plan Feedback
- One-on-One Mentorship
- Pitch Coaching
- Final Presentation Feedback

## Competition Details

The competition consists of two stages: a Business Plan submission followed by a Live Pitch.

## Important Dates

February 1 – Applications open at 8 am

April 12 – Applications close at 11:59 pm

March 15 – April 14th Meet with Pitch Coaches via 1:1 or workshop event

April 30 – Tiger Tank Pitch Day from 11:30 am - 2 pm

## Round 1: The Business Plan (Closes April 12 at 11:59 pm CST)

To maximize your success in the competition and beyond, startups are required to submit a comprehensive business plan through the application portal prior to the event. It should be detailed enough for a judge to perform initial due diligence and decide if they want a follow-up meeting.

### Technical Requirements

- Contact Info: Startup Name, Team Members, and Contact Information.
- Business Plan Format: Choose Document or Slide Format

*Note: The Executive Committee of the UofM Tiger Tank Idea Competition reserves the right to update these rules at any time. Every attempt will be made to notify participants of any modification to this document.*

- Page Limit: Max 10 pages (standard spacing/margins). Includes Executive Summary and Financials.
- Slide Format: If using a slide-based plan, limit to 25 slides or fewer. It should not be text heavy. If primarily text, consider document format instead.
- Appendix: Max 6 pages/slides. Use for financial details, IP/patents, or letters of intent.
- Exclusions: Cover pages and Table of Contents do not count toward your page total.

### Recommended Structure

- While there is no rigid template, successful Tiger Tank Startups typically include the following:
  - Company Summary: A 1-2 paragraph "elevator pitch" covering the problem, your tech solution, and the target customer.
  - Customer & Market Analysis: Who is the buyer? Provide "evidence of need" (validation) and define your total addressable market.
  - Product/Service Status: What is the current state of development? Prove that the technology actually works.
  - Intellectual Property or Value Proposition: Status of patents, licenses, or proprietary "secret sauce."
  - Competitive Differentiation: Why are you better than the current alternatives?
  - Go-to-Market Strategy: Your specific sales and marketing roadmap.
  - Management Team: Brief bios highlighting why this team is the one to make it happen.
  - Financials: A 3–5 year projection of revenue, profit, and cash flow.
  - The Ask: Total investment sought, intended use of funds, and potential exit strategies.

Participants are selected for the final round. Crews Center staff and judges provide coaching feedback to help you refine your business plan.

### Round 2: Tiger Tank Pitch Day (Finalist Present on April 30<sup>th</sup>)

Students that proceed to the final round will compete in Tiger Tank. Participating students will make a 7-10 minute pitch of their idea to a panel of judges.

- Problem & Solution: A clear description of the pain point and your proposed fix.
- Value Proposition: What makes your idea unique?

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- Revenue Streams: How will the business make money?
- Judges will follow up with questions.

### *Presentation Guidelines*

- Pitch Decks are permitted, and must be submitted 3 days before the pitch day, April 27<sup>th</sup>.
- Presenter(s) must meet with Crews Center Coaches 2x prior to pitch week.
- We highly encourage physical prototypes or props to demonstrate your concept.
- All materials must be set up before you begin. No items may be distributed to judges once the 10-minute clock starts.
- Startups are required to submit the following materials in advance of the competition:
  - Business plan (PDF or slides)
  - Media materials (logo, social media, headshots, company description, etc.) for the conference program and/or event website

## Tiger Tank Prizes

6 winners will be selected to receive the following awards:

### Tiger Tank General Track

<b>First Place:</b>	\$2,500 cash
<b>Second Place:</b>	\$1,500 cash
<b>Third Place:</b>	\$1,000 cash

### Cordell Jackson Venture Track

<b>First Place:</b>	\$2,500 cash
<b>Second Place:</b>	\$1,500 cash
<b>Third Place:</b>	\$1,000 cash

## Eligibility

### Student Status

The competition is for all students currently enrolled at the University of Memphis.

Undergraduate students must be actively enrolled as a full-time student at the time of the

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competition. Graduate students must be registered and active in a masters or doctorate program at the time of the competition.

## Teams

There is no limit on the number of students or non-students on the founding team, but only two students may present in the competition. 50% of the team must be University of Memphis. Presenters must meet student enrollment eligibility requirements, be a founding member of the venture, and a member of the venture's management team.

Interdisciplinary teams are recommended. Teams may include any number of graduate or undergraduate students. Non-students may be members of the management team and may participate in planning the venture, but only students meeting enrollment requirements may present and answer questions from the judges.

## Final Decision on Eligibility

The Director of the Crews Center for Entrepreneurship reserves all rights and will have final say in determining which teams are eligible to compete in the Tiger Tank Pitch Competition and reserves the right to exclude any team for any reason.

## Judges

The judge panel will consist of a minimum of three judges. Judges will be independent and not employed by the University of Memphis or the Crews Center for Entrepreneurship. Judging criteria for the pitch competition will be provided to all teams submitting valid applications for the competition.

## Changes to Competition Rules

Rules and awards are subject to change at the discretion of the Director of the Crews Center for Entrepreneurship at any time. Changes and/or interpretations of these rules may be made, even though they may appear to be in conflict with previously published information. The Director has the right to interpret these rules according to his/her judgement.

## Intellectual Property

By submitting an application, teams acknowledge they own any intellectual property rights that exist or may be developed from their idea. The idea and concepts must be the original work of the individual or teams making the pitch.

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## Resources

All students at the University of Memphis have full access to the Crews Center for Entrepreneurship. The Crews Center provides resources, space, training, and advising/mentoring services to assist entrepreneurs with business model development, ideation, business model validation, and more.

Individual office hours and pitch workshops will be conducted at the Crews Center to assist in preparing for the competition.

## Questions

For questions or additional information about the Crews Center Pitch Competition or the Crews Center for Entrepreneurship, please contact [crewscenter@memphis.edu](mailto:crewscenter@memphis.edu).

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# Sample Application Questionnaire

*The following document was created to support completing the online application.  
The online application cannot be saved.*

The following is required for applying to the Tiger Tank Competition:

1. Application (available at [memphis.edu/crews](http://memphis.edu/crews))
  - a. Submit Business Plan
2. Attend 2 out of 3 Start-up Coaching, 1:1 Session, or Pitch Prep workshops with Crews Center for Entrepreneurship

## Application (subject to change)

- Name
- Team Members Names
- Email Address
- Business Name
- Business Website and/or Social Media
- Confirm Eligibility: UUID, Major, Team %
- What industry/industries does your idea represent?
  - Consumer Products
  - Medical Device
  - Education
  - Family Business
  - Logistics/ Transportation
  - Engineering
  - Fashion/Textile Innovation
  - Food and Beverage
  - Sustainability/Energy
  - Social Venture/Social Enterprise/B-Corp
  - Art/ Creative
  - Music (*Cordell Jackson Venture Track*)
  - Technology/App Development
  - Gaming Development
  - Agriculture

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- Animal and Pet
- Other

## Business Summary and Proposal

### Upload Business Plan: Format & Submission

- Tip: While the visual layout is up to you, the quality of the information is what matters most.
- No Pitch Decks: Please do not submit a presentation deck in place of a business plan. Pitch deck is due for round 2.
- Submission Method: Upload via the application portal only. Do not email plans to The Crews Center for Entrepreneurship
- File Type: PDF format only.

## Additional Items

Upload other documents below, as needed.

- Upload: Portfolio, Product Images, etc.
- Tip: For video or links, create a document with a still image and a link to the video host

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