



Wolves' Den Rules and Regulations

2019

Background:

One of the main drivers of US economy is the spirit of innovation and entrepreneurship, leading to businesses in many different endeavors, and therefore to creation of jobs and wealth.

As a leader in New Mexico's education and invention, New Mexico Tech is bringing to you it's very own Wolves' Den, featuring inventors presenting their ideas to a panel of successful, experienced investors and entrepreneurs. Presenters are selected based on invention summaries submitted to a NMT committee. All presenting inventors will be showcasing commercialization ideas that are built around IP that is either protected or protectable.

Through the use of technology to start businesses, NMT contributes to New Mexico's success by encouraging NM students from all areas of study to collaborate on teams that examine the commercialization of new technologies.

Eligibility: Wolves' Den is open to all students at New Mexico Tech, Luna Community College, Socorro County residents, and to NM Tech alumni. Teams may have up to 5 members and at least one member must be a full-time student in one of the higher education institutions listed here.

Requirements and deadlines:

1. Teams must submit the [online application](#) by EOD March 29, 2019
2. Application
 - a. Summary of the invention/idea/design emphasizing the novelty and uniqueness. Provide a systematic research of existing/similar concepts and specify the competitive advantage of your idea.
 - b. Summary of your strategy for intellectual property (IP) protection and development (Patent/Trademark/Copyrights). Provide the intended commercialization strategy (startup/partnership/licensing). Stipulate your financial projections.
 - c. Summary of your marketing strategy, addressing industry analysis; competitor research; market analysis and target markets description; competitive advantages; production, pricing, promotion, and delivery strategies; market data based on primary customer research; specific



market size and reasoning supporting the team's capture of market share over time.

3. Attendance to seminars and workshops offered within the Department of Management or other sources is highly recommended. Some of these courses will be offered using NMT's distance education capabilities, others will be offered in on NMT campus. Please check the website for updates. The outcome will be organized in presentations and arguments to convince panelists and/or investors in the audience to invest or assist to find investment.
4. Successful Teams will be announced via email of their eligibility to present in Wolves' Den by April 5, 2019.
5. Wolves' Den Presentation: On the morning of April 12, 2019, up to 6 teams will be given 10 minutes to present an overview of its plan to a judging panel, followed by an additional 10 minutes Q&A session. The Wolves' Den panel will consist of six members who are prominent investors and early- stage new venture experts who come from New Mexico, New York City, and the Silicon Valley.