



Timeline for 2017

Phase 1

Jan 25 - Apr 29
2017

Applying to Fish 2.0

- All competitors register at the password-protected Fish 2.0 Hub, via the Fish 2.0 website
- Select your track and complete a Business Summary: 9 short questions about your business
- This phase is NOT scored or judged. It is designed to make sure your company is a good fit for the Fish 2.0 tracks and eligibility requirements

Phase 2

May 3 - Jun 24
2017

Your Business, Team, and Plans

- All businesses that are deemed eligible in Phase 1 will advance to this phase.
- Phase 2 questions are grouped into 5 categories, listed below. You must complete them by June 24, 2017.
- Investor judges will score your entry based on a Fish 2.0 standardized scale (see below) and provide brief feedback.
- Online webinars will be offered by Fish 2.0 to help with the preparation of your entries.

Phase 3

July 11 - Aug 26
2017

Your Impacts, Risks, and Investment Opportunities

- Phase 3 builds upon information you supplied in Phase 2 and asks more in-depth questions about the environmental and social impacts of your company, its growth potential, and opportunities for investment.
- Phase 3 competitors will be offered a chance to get feedback from a Business Advisor and/or an Impact Advisor as they prepare their entries.
- Investor judges will score your entry based on a Fish 2.0 standardized scale (see below) and provide brief feedback.
- Online webinars will be offered by Fish 2.0 to help with the preparation of your entries.

Phase 4

Sept 12 - Nov 5
2017

Working on your Pitch and Presentation

- 40 finalists and runners-up are selected to come to the Finals. Those invited will be the top scorers (combined scores for Phase 2 and Phase 3) in each track.
- One designated leader from each of the top 40 businesses will work with Fish 2.0 professional pitch coaching team (free of charge) during Phase 4 to prepare for their pitch at the Finals at Stanford.

Finals

Nov 7 & 8
2017

- Judging to select Prize winners is done at the Finals events by investor judges, and winners are selected there.
- ICX prizes will be announced two weeks after the Fish 2.0 Finals event.

The Scoring Criteria

The Fish 2.0 competition selects companies based on the scores they receive from our online judges. The judges are investors and business experts who read and evaluate what you have written about your company, in a password-protected, online system. You will be informed of the judging criteria at the start of each phase.

- Judges will score your business twice: at the end of Phase 2 and at the end of Phase 3. The judges will give you a score AND feedback, to help you improve.
- You can receive up to 100 points in Phase 2, and up to 100 points in Phase 3, for a total of up to 200 points. The total points you receive determines your ranking within your track, and whether you can come to the Finals.

SCORING CRITERIA FOR PHASE 2

<i>Category</i>	<i>Points</i>	<i>Focus of Questions</i>
Business Context and Why It Matters	20	<i>Describe the context of your business, any problems addressed by your business, your solutions for those problems, and the general impacts your business will have.</i>
Management Team	25	<i>Highlight the strengths of your CEO, leadership team, and board of directors.</i>
Customer and Competition	20	<i>Demonstrate knowledge of your customers, channels, and competitors, within the key customer/market segments you are targeting.</i>
Getting to Market	20	<i>Describe your plans for getting to market, including clear time frames, milestones, and an understanding of the partners you currently have or need to find.</i>
Investment and Revenue Sources	15	<i>Describe your general investment needs, your plans for using investment capital, and revenue projections.</i>
TOTAL	100	<i>A minimum of 66 points is required to move on to Phase 3.</i>

SCORING CRITERIA FOR PHASE 3

<i>Category</i>	<i>Points</i>	<i>Focus of Questions</i>
Impacts and Their Measurement	40	<i>Describe the environmental and social impacts of your business, the negative impacts to avoid, and how you will measure and communicate your results.</i>
Challenges, Risks, and Mitigation	25	<i>Explain how your venture will grow to its expected size, the key success factors, and any IP or other barriers to entry. (Confidential information does not need to be shared in detail.)</i>
Financial Projections and Investor Exit Options	20	<i>Provide financials to date and 3-year forward-looking financials. Present a plausible exit strategy for investors.</i>
Response to Phase 2 Feedback	15	<i>Address key areas in the Phase 2 feedback from judges.</i>
TOTAL	100	<i>This score will be added to your Phase 2 score. The top scoring companies in each track will move on to Phase 4 as finalists and runners-up.</i>

About the Questions and Scoring system

- Both established companies and start-ups have equal opportunities to win; all scores are relative to your business' readiness for the investment you are seeking.
- In previous Fish 2.0 competitions, many companies that earned low scores in Phase 2 were able to earn higher scores in Phase 3 and still be selected as finalists and runners-up for the Finals.
- If you already have a clear plan, the Fish 2.0 questions will be easy to answer and take very little time
- If your plans are not yet clear, answering the Fish 2.0 questions may take longer but will help you advance your business in ways that you would otherwise have to work on in any case. ALL are standard questions that you must be able to answer to improve your business and talk successfully with investors.

Please note:

- All answers to online questions and all pitches must be in English.
- All information must be entered online, in the Fish 2.0 Hub, before the deadlines. All deadline dates and times are provided in US Pacific time.
- You may submit your entry at any time in each phase. Early submission is recommended in case you have last minute internet or computer issues of any type. You may always change your entry at any time up to the deadline date, even if it is submitted.
- We encourage you to work together with your team to answer the questions.
- No late entries are ever accepted. Our system gathers the entries and assigns them to judges automatically at each deadline, so entrants can receive feedback quickly.