The Challenge Rules & Guidelines 2013:

- The Obesity Solutions Funding Challenge, from here on “the Challenge”, is open to teams across Arizona State University. The team lead of a submitted proposal must have an active ASU ID number. This means that students, faculty, staff, and alumni are encouraged to enter the competition as team lead. Non-ASU people may be members of the team, but cannot apply as team lead.

- The Challenge is seeking new independent ventures in the seed, start-up, or early growth stages. Generally excluded are the following: buy outs, real estate syndications, tax shelters, and franchises.

- All proposals submitted on time that meet qualifications will be reviewed and select proposals will advance to the finalist round. Selected finalists will be invited to give presentations to a judging panel in late-March 2013. Upon completion of the presentations, the judging panel will make their award decisions based on the written proposals and presentations.
Rules & Guidelines Cont’d:

- Please keep a copy of your submission for your own reference. We are unable to return proposal submissions.
- In submitting an application, you agree to abide by the Challenge/Initiative guidelines. Failure to do so will result in your disqualification and/or forfeiture of funds.
- All submitted proposals will be handled confidentially but it is the sole responsibility of the individual teams to protect any highly confidential information, ideas or plans.
- Decisions made by the judges are final and not subject to appeal or negotiation.
- The judges, co-sponsors, and mentors and initiative officers are volunteers and are released from any liability, responsibility or accountability that might arise out of their participation in the Challenge.
- The initiative reserves the right to interpret or modify the Challenge rules at its discretion.
Funding Guidelines:

- Funds may be used for expenses that successfully advance the new venture’s development. The Challenge reserves the right to decide whether or not the expenses are an acceptable use of funds. The following “eligible expenses” are intended as a guideline, not a comprehensive list: building of prototypes, market research studies, financial modeling, specialized equipment/software/databases, etc.

- Funds may NOT be used for: student expenses (tuition, textbooks, etc), business meals and/or entertainment, personal computers, general business mentors, salaries for yourself or other team members, income taxes, travel or lodging expenses.