



MWAA
MidWest Acquirers Association

Shark Tank Innovation Program Rules

1. By submitting an entry, the entrant is agreeing to each of the rules of the program as published in this document.
2. By submitting an entry, the entrant is agreeing that his or her product/innovation entry may be reviewed by the MWAA Board (MWAA) and by the Shark Tank panel.
3. If the entrant's product or innovation is selected as a finalist and if the entrant appears before the Shark Tank panel on the day of the event, the entrant is agreeing to allow his or her product/innovation presentation to be viewed by all attendees and participants of the MWAA 2011 conference. The entrant is also agreeing to waive confidentiality of any aspects of the product/innovation they choose to discuss with the panelists during the event. The entrant may elect not to discuss any aspect of the product/innovation that is confidential.
4. Each entrant agrees to hold the MWAA Board harmless for actions or comments from the Shark Tank panelists during the session.
5. Each entrant must submit his/her entry on the approved MWAA Shark Tank Innovation Program entry form no later than 5pm Pacific, Monday, July 18, 2011. Entries received after that time will not be accepted.
6. Each entry will be evaluated by the Shark Tank panelists, who will choose three entries as finalists. MWAA will notify the three finalists by end of day on Friday, July 22, 2011 that they have been selected.
7. Each finalist will appear before the Shark Tank panel on Thursday, July 28, 2011 during the scheduled time. The order of the finalists' appearance will be determined by random selection. Each finalist will have 15 minutes to present his/her product or innovation and make the case for why it is worthy of consideration.
8. Shark Tank panelists will rate the finalists on the following criteria. They will decide first, second and third place selections.
 - a. Originality
 - a. Depth of business plan thought process
 - b. Technology usage
 - c. Presentation skills
9. The decisions of the panelists are final.
10. Prizes
 - a. First place: \$500 plus title "Best Innovative Solution in Show – MWAA 2011"
 - b. Second place: \$350
 - c. Third place: \$150

Rules are posted at <http://www.midwestacquirers.com/mwaa-innovation.php>