

## *Launch Your World 2010*

Presented by Jones Waldo Holbrook & McDonough and Elan Woman Magazine

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### Program & Competition Overview

*Launch Your World* is a series of educational and social gatherings that will provide women with information and tools to help them pursue their heart's work, whether it involves building a successful business from the ground up, reinventing one's professional vision, or simply adopting an entrepreneurial outlook in life. The program will encourage action, and will furnish ample amounts of motivation, encouragement and support to those who commit to launching their own ventures. The gatherings will bring together professionals who have entrepreneurial expertise or have succeeded in their own grassroots revolutions and are willing to share the lessons they have learned and to offer practical tips on succeeding in a new undertaking. The series will culminate in a competition and the awarding of a professional prize package to the woman who presents the most plausible and promising new business idea. Secondary prizes will also be awarded to two runners-up. There is no purchase necessary to enter the competition. *Launch Your World* events are open to all who wish to attend, regardless of whether they wish to enter the competition. **See the "Launch Your World Official Rules" for full details.**

#### **Program Components:**

*Launch Your World* will consist of four special events, each of which will offer an aspect of the three basic components of the program, which are "**Learn,**" "**Link,**" and "**Launch.**"

**Learn:** This is the educational part of the program, which will focus on delivering basic information required to start a business.

**Link:** This component will focus on marketing and branding, highlighting the value of networking and social media, and emphasizing the importance of developing a professional image.

**Launch:** This is the "take action" component, which will challenge participants to put their plans into action and provide them with opportunities to connect with women mentors for inspiration and support.

Programs will expand on topics such as: *Choose Your Life; Your Options are Endless; Your Personal Best;* and *Effective Presentations*. At the conclusion of the series, five selected finalists in the *Launch Your World Competition* will present their business ideas to a panel of judges (before an audience), after which a Grand Prize Winner and two runner-up winners will be announced and prize packages awarded.

#### **The Prize Packages:**

Professional prize packages consisting of products, services and cash, and having an expected total value of approximately \$40,000, will be awarded. **Note:** Please note that prizes and prize categories are subject to change and will not be confirmed until approximately October, 2010.

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### Sponsors

Jones Waldo Holbrook & McDonough P.C.

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## ***Launch Your World 2010*** **Official Rules**

### **Eligibility:**

The ***Launch Your World*** competition (the “**Competition**”) is open to women 18 years of age or older who have attended and participated in at least three of the four ***Launch Your World*** events described in the Program and Competition Overview. Employees and immediate family members of any of the Competition Sponsors (identified below), organizers, and administrators are not eligible to enter.

Entries must describe your idea for a legitimate business, product, service, innovation or solution that can be developed into a profitable business venture that creates income for you and is based in Utah or Nevada. All Entries and submissions must be your original work and must be suitable and appropriate, in the judges’ sole discretion, for publication as representative of the ***Launch Your World*** program. If an Entry is determined by the judges to be inappropriate or offensive, it will be disqualified from the Competition and be ineligible for further consideration.

Your identity and a general description of the business idea you disclose in the entry form, as well as any pitch or plan you deliver during the Competition, may be referenced and used by the Sponsors for marketing and PR purposes.

**Verification of Eligibility and Additional Restrictions on Eligibility.** All entrants are subject to having their eligibility and their compliance with these Official Rules verified. In addition, the Sponsors reserve the right to require a confidential background check of Finalists to ensure that no potential Winner has been convicted of a felony or a misdemeanor of moral turpitude, and if so, the Sponsors may disqualify such Finalist from further competition.

You agree that the Sponsors have the sole right to decide all matters and disputes arising from this Competition and that all decisions of the Sponsors are final and binding.

### **Competition Process:**

**Competition Period.** Entries will be accepted from August 21, 2010 to October 29, 2010. Judging will take place during November, 2010, and five Finalists will be announced on or about December 1, 2010. The Grand Prize Winner and two runners-up will be announced, and prizes awarded, at the Gala Event in January, 2011 (date and location to be announced).

**How to Enter.** To enter the Competition, complete and submit a ***Launch Your World*** entry form, which will be available at the August Launch Your World event or by contacting either of the Sponsors at the e-mail addresses shown below after the August event. **The entry form must be fully completed and submitted by 5:00 p.m. Mountain Time on October 29, 2010.** You will need to have a valid email address in order to enter the Competition. The completed and submitted entry form will be considered your entry in the Competition, and is referred to in these Official Rules as the “**Entry.**”

The entry form will ask for information about your business idea, including:

- **Name of Entrant.** Your name and email address, complete mailing address and telephone number.
- **Summary.** A brief summary of your business idea and a Mission Statement.
- **Business Concept and Model.** What will you sell? How? Where will revenue come from? How will you cover costs?
- **Market/Customers.** Who will buy? Why? What problem is being solved? How will you market your product/service?
- **Competitive Advantage/Differentiation.** Why is this idea/product/service better than the competition? How will it be differentiated from the competition?
- **Goals.** Where do you want your idea to take you?
- **“Pay Back.”** How will you give back to your supporting community?

***You must sign the entry form to indicate your understanding and acceptance of these Official Rules.***

### **Judging and Criteria:**

**Judges.** A panel of five successful and knowledgeable business leaders selected by the Sponsors will comprise the judging panel (the “**Judges**”). Judges will not be affiliated with, involved in the preparation or funding of any contestant or entry. All decisions of the Judges will be at their sole discretion and will be final and not subject to appeal.

**Criteria.** Judging criteria will include completeness of the Entry, creativity, effort, communication, and presentation. A total of 100 points may be awarded to each Entry, to be allocated in the Judges' discretion in the following categories:

15 points	Overall impression of the Entry.
20 points	Does the Entry adequately describe the idea?
20 points	Does the Entry adequately describe the need it will fill?
25 points	Is a feasible solution presented?
10 points	Is the Entry well written and succinct?
10 points	Does the Entry create excitement?

Following their review of the Entries, the Judges will select five Finalists. These Finalists will be eligible to compete in the Final Presentation Round of the Competition.

**Personal Interview.** Each Finalist will have a private personal interview with the panel of Judges, at which she will have the chance to present a 5-minute pitch of her idea, using only one "no-tech" visual aid, such as a poster board or other non-electronic means. This will be followed by a 10-minute rapid-fire question and answer session.

**Final Presentation.** Each Finalist will have the opportunity to present her plan before a live audience and the Judges in January, 2011. Final presentations must be delivered using a PowerPoint pitch deck of up to 12 standard-size slides. Presentations are limited to 10 minutes in length. Finalists must submit an electronic copy of their PowerPoint presentations no later than 7 days prior to the date of the live presentation, and no changes to the presentation will be permitted after that time.

At the completion of the Final Presentation, the Judges will choose a Grand Prize Winner and two Runner-Up Winners.

**Prizes:** One Grand Prize and two Runner-Up Prizes will be awarded. Total value of prizes is estimated to be \$40,000.

Prizes will consist of cash awards, products and a variety of in-kind services such as accounting, advertising, legal, and consulting. The grand prize winner will receive general business start-up legal services provided by the law firm of Jones Waldo Holbrook & McDonough, and an advertising package from *Élan Woman* magazine.

You acknowledge and agree that if you are named as a Winner, you may be required, as a condition to being entitled to receive a prize, to enter into any other further agreements, and execute and return any additional documents, determined to be appropriate by the Sponsors. For example, a Winner may be required to cooperate in promotional activities relating to the Competition, or to confirm that any prize will be used in connection with the implementation, support, or funding of the business concept or idea which formed the basis of the winning Entry.

You acknowledge that by acceptance of any prize, you agree that such prize will be used solely for the development of the idea or plan described in your Entry. Recipients of prizes and prize money will be responsible for the tax implications of their winnings. Prizes are non-transferrable and nonrefundable. No cash equivalents will be offered. Sponsors assume no liability for the services or advice provided as part of the in-kind prizes.

**Note:** Please note that prizes and prize categories are subject to change and will not be confirmed until October, 2010.

You acknowledge that to preserve the integrity of the Competition, a minimum number of Entries are required, and that the Sponsors may cancel the Competition if insufficient Entries are received. In the event it becomes unfeasible to complete the Competition as planned, for any reason, Sponsors reserve the right to cancel, modify or terminate the Competition.

**Winner List.** Winners will be announced in January, 2011. The names of the winners will also be posted at [www.elanwoman.com](http://www.elanwoman.com) at the end of the Competition Period.

### **Confidentiality:**

Confidentiality is not guaranteed in any way. Do not include confidential information in your Entry or other submissions. The Sponsors of the *Launch Your World* competition assume no responsibility to ensure the confidentiality of any information disclosed during the Competition. By entering the Competition, participants agree to hold the organizers and Sponsors of the Competition harmless for any and all rights affected by disclosure, and waive their rights to any and all claims against the Competition and its organizers and Sponsors.

### **Resources:**

Schedules of upcoming events, deadlines, and links to additional online resources can be found on the Launch Your World group page at [www.facebook.com](http://www.facebook.com).

### **Miscellaneous:**

The *Launch Your World* Competition, its Sponsors and organizers make no representations or warranties of any kind concerning the Competition, express or implied. In no event shall the Sponsors, organizers, and administrators of the Competition, and their respective trustees, directors, officers, agents, representatives, employees, vendors and contractors (collectively, the "Sponsors"

**Affiliates**”) be liable for any advice, information or decisions made for or on behalf of the Competition or for incidental or consequential damages of any kind, including economic damages or injury to property and lost profits, regardless of whether they shall be advised, shall have other reason to know or in fact shall know of the possibility of the foregoing.

By entering the Competition, you acknowledge that the Sponsors of the Competition do not waive any rights to use ideas that are similar or related to yours, or ideas previously known to Sponsors, or ideas obtained from sources other than you. Sponsors have no obligation to use any idea or entry that is submitted.

By submitting an Entry, you represent and warrant to the Sponsors that you have all right, title and/or interest in the Entry submitted and the information it contains is accurate and complete, and that by submitting the Entry to the Competition you are not and will not be violating any contract or third party rights including any patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy right. The judges of the Competition reserve the right to disqualify any Entry that in their judgment violates the letter or the spirit of the Competition guidelines, processes and rules. The decisions of the Judges in all matters are final and binding.

This Competition is offered in the state of Utah and is governed by the laws of the state of Utah, with venue in Washington County, Utah. All claims must be resolved in the state courts located in Washington County, Utah, or a federal court located in Utah.

### **Limitations on Liability; Release:**

No liability or responsibility is assumed by Sponsors for any entrant’s participation in or attempt to participate in the Competition or download any information in connection with participating in the Competition. Sponsors shall not be liable for technical problems or malfunctions in hardware; software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestions on the Internet or the Web Site; unauthorized intervention in the operation of the Competition, including without limitation, tampering, hacking, theft, virus, bugs, or worms; or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Competition. Sponsors are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of the Web Site is at the user’s own risk. Sponsors are not responsible for any personal injury or property damage or losses of any kind which may be sustained by any person's computer equipment resulting from participation in the Competition, use of the Web Site or the download of any information from the Web Site. By participating in the Competition, you thereby release Sponsors from any and all claims, damages or liabilities arising from or relating to your participation in the Competition or the use or application of any prizes awarded. By accepting a prize in the Competition, Winners agree that the Sponsors shall not be liable for any loss or injury resulting from participation in the Competition, acceptance or use of any prize, or any travel related thereto.

The Sponsors will not use, and do not have any rights in, any Entries, except to conduct and promote the Competition. This does not mean, however, that third parties, such as visitors to the Web Site or audience members will not infringe or violate your intellectual property or any other rights in the information included in any Entry or provided in any presentation. The Sponsors cannot guarantee the confidentiality or security of your intellectual property rights and cannot control the use of the ideas or concepts within any Entries by third parties. Therefore, you acknowledge and agree that the Sponsors and the Sponsors’ Affiliates are not responsible, and are not liable, for the misuse, infringement, or violation of any intellectual property rights or any other rights, relating to any Entries, or related presentations or other information provided in connection with the Competition by any third parties. You will be solely responsible for any protection or enforcement of intellectual property rights relating to Entries you submit.

You hereby releases, discharge, hold harmless and agree to indemnify the Sponsors and the Sponsors’ Affiliates from any claim or liability, whether now existing or arising in the future, arising from or related to any Entries or the Sponsors’, or any third parties’, use thereof, or arising from or related to the Competition, or your participation therein.

You agree to indemnify, defend and hold harmless the Sponsors, the Sponsors’ Affiliates and third party information providers from and against all claims, suits, actions, losses, expenses, damages, penalties, and costs, including reasonable attorneys’ fees resulting from any actual or alleged violation of these Official Rules, Entries submitted by you, or your participation in the Competition.

Failure to insist upon or enforce strict performance of any provision of these Official Rules shall not be construed as a waiver of any provision or right. You agree that no joint venture, partnership, employment or agency relationship exists between you and the Sponsors or Sponsors’ Affiliates as a result of the Competition or these Official Rules. Neither the course of conduct between the parties nor trade practice shall act to modify any provision of these Official Rules. If any provision of these Official Rules or the application thereof to any person or circumstances shall to any extent be invalid or unenforceable, the remainder of the Official Rules, or the application thereof to any person or circumstances other than those as to which it is invalid or unenforceable, shall not be affected thereby. These Official Rules constitute the complete agreement between the Sponsors and you with respect to the

Competition and any related Entries and activities, and supersede all previous communications and representations or agreements, either oral or written, with respect to the subject matter hereof.

### **Competition Sponsors**

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