

B.E.T.A. (Babson Entrepreneurial Thought and Action®) Challenge FAQs

Do I need to be part of the Butler Launch Pad to apply?

Please check our [Eligibility and Guidelines](#) for more information.

I am entering the B.E.T.A. Challenge. Who will I be competing with?

The B.E.T.A. Challenge has three tracks based on your program/graduation status: graduate, undergraduate, and alumni. When you enter the B.E.T.A. Challenge, you will be competing with others in your track.

I have applied for the B.E.T.A. Challenge in the past. Am I eligible to reapply?

Yes, if you did not make it to the finalist round of the B.E.T.A. Challenge when you previously applied, you are eligible to enter the 2024 B.E.T.A. Challenge. All past B.E.T.A. Challenge finalists, Douglass Foundation Graduate Business Plan winners, and John H. Muller Jr. Undergraduate Business Plan winners are not eligible to apply to the 2024 competitions. Those that are applying with a different venture may be eligible. Please email the Blank Center at blankcenter@babson.edu for more information.

I have a team of students and alumni for my venture. Which B.E.T.A. Challenge track should I apply for?

If a team is comprised of both alumni and students, the status of the lead entrepreneur should determine which track the group can apply for. A lead entrepreneur is defined as someone who is part of the founding team and/or holds an executive position in the startup. A lead entrepreneur is not an employee, contractor, and/or intern in the startup.

What needs to be included in the slide deck?

The eligibility and guidelines for B.E.T.A. Challenge are on our [website](#). The information includes what the slide deck must cover. The B.E.T.A. Challenge is an action-orientation competition: make sure to emphasize significant milestones and your future timeline. Please contact the Blank Center at blankcenter@babson.edu for more information.

Can we add videos to the slide deck?

Embedded videos are not encouraged for the slide deck; however if you have a video that is uploaded on a website, you may include a link.

In the application, what do alumni evaluators look for? What criteria will I be judged on?

Applicants to B.E.T.A. Challenge will be judged on the deliverables (executive summary and slide deck). Specific requirements for the deliverables can be found on our website. These documents must demonstrate what the venture is about, note significant milestones/progress to date, and demonstrate that the venture is moving forward in a positive way. The B.E.T.A. Challenge focuses on ACTION.

Do only the winners get a prize?

The runner-up finalist ventures in each track receive cash prizes. There are also special awards that recognize excellence and achievement in specific areas. Finally, there are “in kind services” prizes donated by corporate sponsors.

Who helps decide the winner?

For the first round, Babson alumni from around the world volunteer their time to review applications. From their feedback, further faculty review will take place, and the applicants will be narrowed down to the top six semifinalists from each track. During the semifinal event on Wednesday, March 27, a panel of faculty judges will choose the top three finalists from each track. Then, the finalists will present in front of a panel of judges during the finale on Thursday, April 11. The three winners of the B.E.T.A. Challenge will be announced after the pitches.

Audience is very important. Is there any danger in having a random audience who will have no or very little understanding of the industry of your business?

Our alumni evaluators and judges come from all different industries and have a wide range of expertise. Judges will be focusing on the significant milestones achieved by taking ACTION. If you have further questions or concerns, contact the Blank Center at blankcenter@babson.edu.

What should I do after I submit my application?

B.E.T.A. Challenge is focusing on ACTION, so continue working on your venture! If you are selected as a semifinalist, you will be required to submit a one page update on the progress you made since the time of submission.

Will I receive feedback from my submission?

Yes, you will receive feedback on your application after judging is complete. Feedback is anonymous unless otherwise indicated.