

Enterprize Canada 2010 Business Plan Competition

Qualifying Round Competitor's Package

Table of Contents

1. Letter from the Vice President Competition

2. Enterprize Canada Overview

- A. The Organization
- B. Mission

3. Competition Overview

- A. Introduction
- B. Requirements
- C. Qualifying Round
- D. Regional Round
- E. National Round
- F. Timeline
- G. Past Winners

4. Judging Process

- A. Overview
- B. Judge Eligibility Criteria

5. Contact Information

6. Official Rules

- A. Eligibility
- B. Requirements
- C. Deadlines
- D. Notice of Intellectual Property
- E. Disqualification

1. Letter from the Vice President, Competition

On behalf of the Enterprize Canada 2010 Organizing Committee, I would like to welcome you to the Enterprize National Business Plan Competition! As Canada's premier student-led resource for young entrepreneurs, we aim to provide you with an unforgettable experience as you and your team join some of our country's brightest and most creative undergraduate students in pursuing the growth and development of your entrepreneurial venture.

As a competitor, you will have the opportunity to compete alongside participants of diverse skill sets and backgrounds in Canada's most prominent student-led business plan competition. Through this competition, you will gain invaluable access to professional feedback by established entrepreneurs, venture capitalists, and industry professionals from across Canada. With over 90 submissions in 2009, our competition has continually attracted a high caliber of teams from various backgrounds and disciplines.

Over our nine year history, many of our past participants have gone on to successfully continue their business plans after graduation. Just as your passion and determination drove you towards our competition, I sincerely hope that you and your team can continue this longstanding history of success and lead your ideas to fruition.

So regardless of your experience or background, I encourage all of you to put your best foot forward as you prepare to learn and grow from this incredible entrepreneurial experience. You have taken the first step in laying down the foundation for your future aspirations.

On behalf of Enterprize Canada 2010, I would like to thank you again for your commitment to joining us in the pursuit of fostering a progressive community of young Canadian entrepreneurs. I wish your team the best of luck as you commence your entrepreneurial journey in our 2010 Qualifying Round.

Truly,



Kevin Chiu
Vice-President, Business Plan Competition
Enterprize Canada 2010

2. Enterprize Canada Overview

A. The Organization

As one of the nation's premier entrepreneurial student organizations, Enterprize Canada provides a glimpse into the future of Canadian innovation and growth through a national conference, business plan competition, and multi-campus community events. Through our extensive line-up of initiatives and resources, students from across the country are provided with a platform to transform their visions into reality as they work in collaboration with established entrepreneurs and community leaders to enhance the future of Canadian entrepreneurship.

The Enterprize Canada National Entrepreneurship Conference is entering its ninth year of linking over 350 delegates, competitors, community leaders, and entrepreneurs from coast-to-coast through interactive workshops, high profile speakers, and social and collaborative events.

The newly formed Enterprize Community portfolio will be reaching out through three primary events this year: Discover, a one-day workshop designed to introduce students to entrepreneurship through Lifepilot; Social Entrepreneurship Expo, which will feature entrepreneurship as a solution to community issues; and Spotlight, a networking event connecting students with local entrepreneurs.

B. Mission

The mission of Enterprize Canada is to facilitate a world-class forum for some of the brightest young entrepreneurs in the nation by providing a platform to showcase the future of Canadian innovation, as well as connecting students of all ages with the entrepreneurial spirit.

3. Competition Overview

A. Introduction

Commencing in early October, the competition will consist of four different rounds throughout four regions across Canada. With over 90 business plan submissions and 200 participants in our 2009 Competition, we hope to replicate and improve upon last year's success while expanding our reach to an increased network of students.

Following the December 5 submission deadline, the Qualifying Round will advance the top 10 teams in each of the four regions to compete in their respective regional rounds. The Regional competitions, hosted on the weekend of January 16, will be held across four post-secondary host schools across the nation. The top three teams from each region will then go on to compete in the National Semi-Final and Final rounds, hosted from February 5-7 at the Sheraton Wall Centre in Downtown Vancouver.

The competition's structured learning path helps develop competitors' entrepreneurial skills and propel them to success. Energy Aware, which develops devices that promote awareness of resource consumption by providing users with real-time information on power consumption, went on to have their products installed in the Vancouver 2010 Olympic and Paralympic Village and successfully closed an Angel round of funding after winning first place in the 2005 competition. PeerFX, a former competitor specializing in online foreign exchange, was also featured on CBC's *Dragon's Den*, where *The Dragons* offered to invest \$200,000 in their venture.

B. Requirements

Participating teams will be required to develop a thorough and structured business plan outlining the details of their proposed venture. Teams who advance past the Qualifying Round will then be required to pitch their plans in a series of 15-minute presentations in front of a panel of judges in the subsequent Regional, Semi-Final, and Final rounds. More information about the competition requirements can be found in the official business plan rules document under **II. Requirements**.

C. Qualifying Round

In order to enter the Qualifying Round, teams are expected to register and submit their business plan on the Enterprize Canada website prior to December 5, 2009. Please visit <http://www.enterprizecanada.ca/competition/registration-and-submission> for details on how to register. The Qualifying Round will narrow the number of business plan submissions to a total of 40 (10 teams for each of the 4 regions).

D. Regional Round

Each of the four regions will have ten successful teams, all of whom will receive an invitation to compete in the Regional Round via email on January 2, 2009. Teams will then compete at the Regional Host Schools for the top three spots in their region, who will advance to the National Round of competitions in February along with nine other teams from across the nation.

The regional round of competitions will take place in one of four host schools:

- **Western Regionals:** (To be announced)
- **Central Regionals:** Guelph University – Guelph, ON
- **Quebec Regionals:** (To be announced)
- **Atlantic Regionals:** Dalhousie University – Halifax, NS

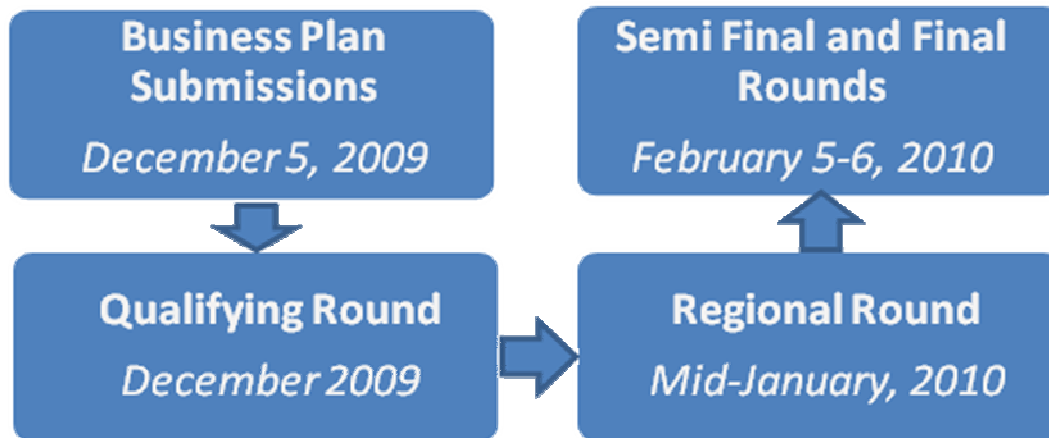
Please note that competition dates for the Regional Competitions will vary by region and host school.

E. National Round

The National Competition is hosted by the Commerce Undergraduate Society of the Sauder School of Business at the University of British Columbia. The competition will take place in the Sheraton Wall Centre in Downtown Vancouver and will be hosted jointly with the Enterprize Canada National Entrepreneurship Conference.

Each team will present twice on Friday, February 6, 2009 to two separate panels of judges. The advancing six teams will then make another presentation to the National Judging Panel and all conference delegates, competitors, sponsors, and business professionals.

F. Structure and Timeline



G. Past Winners

2009	1st Place - VSM Technologies – Carleton University 2nd Place - EasyPlug – University of British Columbia 3rd Place - Carve – Simon Fraser University
2008	1st Place - VerifyRx – University of New Brunswick 2nd Place - Daily Splice – University of Victoria 3rd Place - TechTouch – Schulich School of Business, York University PwC Innovation Award – LDCA Innovations – Université du Québec
2007	1st Place – Divisio Technologies – Dalhousie University 2nd Place – NeoSpectra Technologies - Simon Fraser University 3rd Place – Effiventa Corporation - University of Manitoba
2006	1st Place – Sunpeak Foods - University of Manitoba
2005	1st Place – Energy Aware - University of British Columbia

4. Judging Process

A. Overview

Each team will be evaluated on three main areas, weighted according to the following breakdown:

1. Written Business Plan: 25%
2. Viability of Company: 35%
3. Formal Presentation (for Regional and National Rounds): 40%

Entries will be evaluated on the basis of a 5 point scale (1 being the lowest, and 5 being the highest) for each of the criteria in the above three categories. There will be no overlap in judges between the Qualifying, Regional, and Final Rounds. Proceeding each round, scores and feedback will be sent to all competitors. Please see the Judging Sheet for a more detailed breakdown of the judging process.

B. Judge Eligibility Criteria

To ensure a fair and equitable judging process, Enterprize Canada has developed the following criteria for all judges in the competition:

- Judges are to be in no way affiliated with UBC as staff or in advisory roles.
- Judges who are alumni of UBC must have graduated a minimum of five years before the competition.

7. Contact Information

For more information about the 2010 Competition, please visit our website at www.enterprizecanada.org for continual updates. Alternatively, you may contact any of the following regional directors or members of the National Business Plan Committee:

Jeff Geng

Business Plan Director

778-995-3986

jeff.geng@enterprizecanada.org

Karina Chiu

Regional Relations Director

604-719-0118

karina.chiu@enterprizecanada.org

Kevin Chiu

Vice President, Business Plan Competition

604-506-1596

kevin.chiu@enterprizecanada.org

Enterprize 2010 National Business Plan Competition Official Rules

- I. Eligibility
 - II. Requirements
 - a. Business Plan
 - b. Presentation
 - III. Deadlines
 - IV. Notice of Intellectual Property
 - V. Disqualification
-

I. Eligibility

- a. The Enterprize Canada 2010 Business Plan Competition is open to students currently enrolled in a university or community college on a full-time basis in the current academic year (2009/2010) working on an undergraduate degree/diploma. Those who had graduated with an undergraduate degree no earlier than May 2009 are also eligible to compete, but must be participating with members who are attending or who have attended the same university. At least one member of the team must be enrolled in an undergraduate program at a post-secondary institution at the time of the competition (December 2009 to February 2010).
- b. Teams must consist of 2 to 6 members.
- c. Members of the same team must be attending the same university, but teams can consist of students from any faculty. Teams must not have started a business around their plan's idea for more than three years prior to competing at Enterprize Canada
- d. Individuals who have competed in Enterprize Canada competitions in the past but did not advance to the semi-final round of competition are eligible to compete again.

- e. Participation as a competitor of the competition from persons involved with any administrative aspects of the Enterprize Canada 2010 Business Plan Competition is strictly prohibited.

II. Requirements

a. Business Plan

- i. Teams must limit the length of their business plan to 15 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 30 pages. Pages must be numbered. The title page must contain the company name and logo, a mailing address, and the names, phone numbers, and e-mail addresses of all team members. The document must be submitted in Microsoft Word (.doc only) or Adobe Acrobat PDF format using an easily readable font (e.g. Arial, Times New Roman, etc.) font size 12, one inch all-around margins, and double spacing. Business Plans must be submitted on our website (www.enterprizecanada.org) under the Competition link.
- ii. Written submissions may be in English or French, but please be aware that translations may be necessary to accommodate presentations.
- iii. Any ideas or business plans submitted to the 2010 Enterprize Canada Business Plan Competition must be original. Ideas or business plans may not be submitted to Enterprize Canada twice.
- iv. In submitting Business Plans to Enterprize Canada, teams agree to compete in subsequent rounds to which they advance.

b. Presentation

- v. Ten successful teams from each region will be asked to prepare a 15-minute oral presentation as a supplement to their written presentation at the Regional Qualifying Round as well as National Semi-final and Final Rounds of competition.



- vi. Presentations may be in English or French, however, please be advised that translation into either language may be necessary to accommodate judges at any given round.

III. Deadlines

- a. Competitors are expected to adhere strictly to the online registration and business plan submission deadline at 11:59pm (Pacific Time) on December 5, 2009. Regional and National Competition deadlines will be announced later in the year. Please visit www.enterprizecanada.org for the latest updates.
- b. Teams selected to proceed to subsequent rounds of competition are expected to meet all deadlines and participate in required events or risk disqualification from the competition.
- c. Late submissions will not be accepted.

IV. Notice of Intellectual Property

- a. The ownership of business plans and any related intellectual properties will remain with the participating teams. The cash and non-cash prizes do not represent any stake in the proposed business plan.
- b. The Enterprize Canada Organizing Committee will take all possible measures to ensure the confidentiality of the business plans. However, as with any competition of this kind, the ultimate responsibility of protecting intellectual property lies with each team. Enterprize Canada suggests teams exclude highly sensitive information from their business plans and presentations if they are concerned about the confidentiality of the material.
- c. We encourage competing teams not to disclose sensitive information to those other than judges and place the phrase “Confidential Information” on the footer of every document page. Our judges fully understand the consequences of intellectual property theft and will abide by a Non-Disclosure Agreement.

V. Disqualification

- a. Plagiarism, copyright infringement, and intellectual property theft is strictly prohibited. In no way should any part of the business plan or related documents originate from a professional source.
- b. Sharing business plans or conferring unethically with other competitors is strictly forbidden, and may result in disqualification.
- c. Contacting any of the judges prior to the competition may result in disqualification.
- d. Judges may contact teams to inquire about the extent of involvement of each team member and/or external parties. Upon request, teams are required to provide reasonable evidence that all external assistance involved with the development of the submission was limited to consulting and advising (i.e. teams must demonstrate that they are the primary founders of the business concept). Teams who are found to be competing in the competition through a proxy of undergraduate students will be disqualified.
- e. Enterprize Canada takes pride in its integrity as an organization, and expects participants to abide by the aforementioned policies and be honest and fair parties as well. We acknowledge that no set of rules, however thorough, can address every possible circumstance; therefore, in order to ensure a level playing field for all of our competitors, Enterprize Canada reserves the right to disqualify any team should we deem its behaviour in violation of the letter or spirit of the Enterprize Canada Competition.
- f. In submitting an entry to the Enterprize Canada 2010 Business Plan Competition, you acknowledge your understanding and accept the rules and terms outlined in this document.
- g. Enterprize Canada reserves the right to modify any aspect of the competition as appropriate at any time.