



Dobson  Practicum

**\$EED Competition Guidelines  
2014-2015**

Funded by the John Dobson Foundation, the Dobson Practicum is an out-of-class learning program that supports Concordia student and recent graduate entrepreneurs. The objectives of the Dobson Practicum are threefold: 1) to provide a hands-on learning experience; 2) to help entrepreneurs develop their networks and support systems; and 3) to provide start-up resources. This done by providing access to business tools and workshops, to mentorship, and, at the end of the Practicum, the opportunity to compete in the \$EED Competition.



### Workshops

Entrepreneurs in the Dobson Practicum will have the opportunity to attend various business-related workshops. Some workshop are examples:

- Creating value
- Validating your business model
- Market & industry assessment
- Cash flow planning
- Pitch preparation
- Funding & financing



### Mentorship

Entrepreneurs in the Dobson Practicum will have access to the program's mentors. Mentors are there to guide the entrepreneurs as they refine their business idea, building their business plan and pitch presentation for the \$EED competition



### \$EED Competition

Selected entrepreneurs from the Dobson Practicum will have the opportunity to submit their business plan and pitch their idea at the annual \$EED Competition for a part of \$10,000 in prize money. The pitch and plan will be judged by prominent members of the Montreal business community, including business leaders, investors and bankers.

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## Rocket Pitches

- Concordia students and recent graduates can [sign up online](#) to pitch on one of 5 dates between November 2014 and February 2015
- Entrepreneurs should prepare a 5 minute presentation about their business idea and be prepared for a 2 minute Q&A (requirements on page 5)
- Entrepreneurs are required to submit a 1-page outline of their business idea (requirements on page 5)

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## Semi-Finalists

- The top 20 entrepreneurs will be selected from the Rocket pitches and will be paired with a mentor
- Entrepreneurs are required to attend a minimum of 3 business workshops (list to be provided) to help them refine their idea, prepare their plan and improve their pitch
- Entrepreneurs will work with their mentors and improve their 1-page business idea outline for the chance to compete in the \$EED Competition

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## Finalists

- The top 10 entrepreneurs will be selected based on the improvement of their business idea
- Entrepreneurs will continue to work with their mentors and improve their business plan and pitch
- Finalists have the opportunity to pitch at the \$EED Competition on May 22, 2015 for a chance to win up to \$5,000 (first place) in start-up capital

# Important Dates

2014	November	<ul style="list-style-type: none"> <li>Nov. 12, 2014: Rocket Pitches</li> </ul>	
	December	<ul style="list-style-type: none"> <li>Dec. 10, 2014: Rocket Pitches</li> </ul>	
2015	January	<ul style="list-style-type: none"> <li>Jan. 14, 2015: Rocket Pitches</li> <li>Jan. 28, 2015: Rocket Pitches</li> </ul>	
	February	<ul style="list-style-type: none"> <li>Feb. 11, 2015: Rocket Pitches</li> <li>Feb. 18, 2015: Semi-Finalists Selected</li> <li>Feb. 25, 2015: Meet the Mentors</li> </ul>	
	March		
	April	<ul style="list-style-type: none"> <li>Apr. 15, 2015: Revised idea summaries due</li> <li>Apr. 22, 2015: Selection of Finalists</li> </ul>	← Due Date
	May	<ul style="list-style-type: none"> <li>May 18, 2015: Business plans due</li> <li>May 22, 2015: \$EED Competition</li> </ul>	← Due Date

### Entrepreneurs

At least one member of the team must be a registered Concordia student, or a recent graduate (within the 2014 calendar year).

### Rocket Pitch

Pitches should be no longer than 5-minutes in length (they will be timed) and provide high-level information on the following areas:

- Concept overview
- Team members and what they bring to the business
- Value proposition: what problem/need do you satisfy?
- Target customer segment(s) & market opportunity
- Marketing: how will you reach your target customer?
- Competitors: who are your main competitors
- General revenue and cost structure: how will you make money?

Entrepreneurs should be prepared for approximately 2 minutes of Q&A.

Don't go into the nitty-gritty details here. The judges are looking to see that you have put some thought and research into your idea beyond the initial concept.

### 1-Page Business Outline - Submitted with Rocket Pitch

Entrepreneurs will be asked to submit a 1-page outline of their business idea at the end of their Rocket Pitch. The outline should be no more than 1 page typed, 1.5 spacing, 10-point font minimum and 1 inch margins. Bullet points are acceptable. The outline should provide information on the following areas:

- Concept overview
- Team members and what they bring to the business
- Value proposition: what problem/need do you satisfy?
- Target customer segment(s) & market opportunity
- Marketing: how will you reach your target customer?
- Competitors: who are your main competitors?
- Revenue and cost structure: how will you make money? High-level overview of fixed costs, variable costs, capital costs etc.

### Semi-Finalists

20 Entrepreneurs will be selected and notified by February 18, 2015. Semi-finalists will receive mentorship assistance as they refine their idea, prepare their business plan and final pitch presentation. Semi-finalists must commit to:

- Attend a minimum of 3 workshops from the suggested list (to be provided)
- Meet with their mentor at least every two weeks to update their progress
- Submit a revised 1-page business outline due on April 15, 2015

### Finalists

10 finalists will be selected and notified by April 22, 2015 that they will have the opportunity to compete in the \$EED Competition on May 22, 2015. Finalists will continue to meet with their mentors bi-weekly and work on their final business plan. Business plans are due on May 18, 2015. (See pages 7 & 8 for a detail description of what should be included in the business plan)

### \$EED Competition - Final Pitch Presentations – MAY 22, 2015

Finalists will be selected to present in a random order and will be notified of the presentation order by May 20, 2015. Presentations will take place between 10am – 4pm on May 22, 2015.

#### Presentation format:

- 8 minutes presentation (timed)
- 7 – 10 minutes Q & A
- Suggested presentation outline:
  - Cover Slide – Logo
  - Concept / Business Model
    - Briefly, the product / service offering;
    - Describe the basic model for generating revenue and profit;
    - Management Team (you as entrepreneur).
  - The Opportunity
    - Describe industry overview, general characteristics;
    - Target market, market potential, competition.
  - Marketing Plan
    - Overall market positioning
    - Briefly describe general approach to marketing;
    - Mention any competitive advantages, unique selling points.
  - Operations Plan
    - Focus on a basic Product / Service Flow describing the process from start to the end customer transaction;
    - Implementation time-line, what is current status, where are you at?
  - Financial Plan
    - Startup funds required;
    - Revenue expectations;
    - High-level financials;
    - Clearly describe how you would use funding from this competition, estimate prize money of \$5,000 to be invested in your business.

Winners of the \$EED Competition will be announced at a cocktail reception immediately following the final presentations on MAY 22, 2015

Business Plan – DUE MAY 18, 2015

The business plan should be no more than 15 pages, and can include up to 10 pages of appendices. The document should be typed, 1.5 spacing, 10-point font minimum and 1 inch margins. Bullet points are acceptable where appropriate. The business plan should include the following, as applicable to the business concept:

1. Title page / Cover sheet
  - Business name and logo;
  - Names of team members and Concordia student ID#s (at least one member)
2. Summary page
  - The top half of this page shall provide a “public description” of the business idea and include the intended customers / target market. Note that this “public description” may be published by Concordia University therefore it should not contain any confidential information.
3. Concept / Business model
  - What is the product or service proposed?
  - What is the opportunity, need or solution that it satisfies?
  - How is it unique?
  - What is the current development stage of the business?
4. Management Team
  - List team members, describe them as entrepreneurs and identify their main area(s) of expertise;
  - Does your team have all the skills needed to run the business?
5. Industry / Market analysis
  - Industry overview, size, key success factors, trends;
  - Research on and description of your target market(s);
  - Competition overview – who are the main competitors and what are their strengths and weaknesses?;
  - Summary - the window of opportunity
6. Marketing plan
  - What is your overall market positioning?
  - How will you to reach your target customers?
  - How will you advertise and/or distribute?
  - What is your pricing strategy?
7. Design and Development (if applicable)
  - What is the development status of your product?
  - Are there any proprietary issues? (patents, trademarks etc.)

Business Plan – DUE MAY 18, 2015

8. Operations plan
  - General approach to operations
  - Business location
  - Facilities and equipment
  - Implementation timeline
9. Financial plan
  - Startup funds required;
  - Describe how you would use funding from this competition, estimate \$5,000;
  - List of assumptions.
10. Financial statements (include as part of Appendices page limit)
  - 3- year Pro-forma statements: income statement, balance sheet, cash flow
  - Break-even analysis
11. Appendices, should include at least the following:
  - 1-page CV for all team members
  - List of research sources
  - Illustrations of prototypes, mock-ups etc.



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