

## ENTREPRENEURSHIP COMPETITION

### Introduction

This competition will showcase teams of driven delegates and provide them with the opportunity to present their innovative business ideas to a panel of judges made up of industry experts. Each team will submit an Executive Summary from which the finalists will be chosen. Those chosen as finalists will develop a full business plan and a pitch their ideas to the judges and the entire delegation at the conference.

**\*\*ALL TEAMS** that submit an Executive Summary, including those not chosen as finalists, are invited to present their ideas at our ENTREPRENEURSHIP FAIR. **\*\***

### Format

#### ***Executive Summary:***

The Executive Summary should be a description of the key ideas of your business plan.

#### ***Business Plan:***

The Business Plan should contain the following elements:

- Section 1: Executive Summary
- Section 2: Business Overview (history, mission, vision, ownership, location)
- Section 3: Products/Services (description, features, prospect, comparative advantages)
- Section 4: Industry Overview (Market Research: competitors, trends, entry barrier, etc)
- Section 5: Marketing Strategy (Market segmentation, target consumers, pricing, promotion, distribution, etc.)
- Section 6: Financial Plan (funding strategy, projected financial statements, etc.)
- Section 7: Appendix

### Judging Criteria

The panel will consist of experienced entrepreneurs who know what it takes for a business to be successful. The following are examples of the criteria that will be used by the judges during the Entrepreneurship Competition:

- Product Innovation and Sustainable Competitive Advantage
- Market Analysis and Growth Potential
- Promising and Realistic Financial Projection
- Effectiveness of the Overall Presentation
- Corporate Social Responsibility
- Would You Invest In This Plan?

#### **EXECUTIVE SUMMARY**

**SUBMISSION DEADLINE: FEBRUARY 12, 2010**

Look out for more information at [www.nbtc.ca](http://www.nbtc.ca)