

# Dobson Practicum



*Pictured above (left to right): Ronald Abaira (Dobson Practicum), Victoria Di Genova (Basilisk) Danielle Ker (Dobson Practicum), Michael Di Genova, (Basilisk), Lloyd Bureau (Trynyty), Emile Chouha (Spinyt), Frederic Hanna (Spinyt), Cody Lacroix (Trynyty), Abel Solomon (Spinyt). Photo Credit: Ness Photography*

## \$EED Competition Guidelines 2017-2018

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JOHN DOBSON  
FOUNDATION

Funded by the John Dobson Foundation and organized by the Management Department at the John Molson School of Business, the Dobson Practicum is an out-of-class learning program that encourages 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:

- 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 dates starting in November 2017
- Entrepreneurs should prepare a 5 minute presentation about their business idea and be prepared for a 10 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 2 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 on their business idea and prepare a progress presentation for the chance to compete in the \$EED Competition

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## Finalists

- The top 10-12 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 April 13, 2018 for a chance to win part of \$10,000 in start-up capital

# Important Dates

2017	November	Rocket Pitches*. <a href="#">Check for available dates here.</a>	
	December		
2018	January	<ul style="list-style-type: none"> <li>Jan 26, 2018: Semi-finalists announced</li> </ul>	
	February	<ul style="list-style-type: none"> <li>Feb 1, 2018: Meet the Mentors</li> </ul>	
	March	<ul style="list-style-type: none"> <li>March 7, 2018: Progress Presentations</li> <li>March 9, 2018: \$EED Finalists Announced</li> </ul>	← Due Date
	April	<ul style="list-style-type: none"> <li>April 9 or 10, 2018: Practice Presentations</li> <li>April 9, 2018: Business plans due</li> <li>April 13, 2018: \$EED Competition (10am-6pm)</li> </ul>	← Due Date ← Due Date

\*Note that Rocket Pitch dates will be added based on competition needs. Rocket Pitch dates are subject to a minimum number of participants signed up, otherwise they may be rescheduled.

### Entrepreneurs

At least one member of the team must be a registered Concordia student, or a recent graduate (within the 2017 calendar year). This competition is open to entrepreneurs in the idea/concept stage, those who have started working on the idea and even those who already have revenues.

### 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 and current stage of the idea/business
- Entrepreneur and/or team members and what they bring to the business
- Value proposition: what problem/need do you satisfy?
- Target customer segment(s) & market opportunity
- Competitors: who are your main competitors
- Revenue generation: how will you make money?

Entrepreneurs should be prepared for approximately 10 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 (1 hard copy + digital copy). 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 and current stage of the idea/business
- Entrepreneur and/or team members and what they bring to the business
- Value proposition: what problem/need do you satisfy?
- Target customer segment(s) & market opportunity
- Competitors: who are your main competitors?
- Revenue generation: how will you make money?

### Semi-Finalists

20 Entrepreneurs will be selected and notified by January 26, 2018. 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 workshops and Dobson events
- Meet with their mentor at least every two weeks to update their progress
- Prepare and present a 3-5 minute progress presentation (requirements will be provided) on March 7, 2018

### Finalists

10-12 finalists will be selected and notified by March 9, 2018 that they will have the opportunity to compete in the \$EED Competition on April 13, 2018. Finalists will continue to meet with their mentors at least bi-weekly and work on their final business plan. Business plans are due on April 9, 2018. (See pages 7 & 8 for a detail description of what should be included in the business plan)

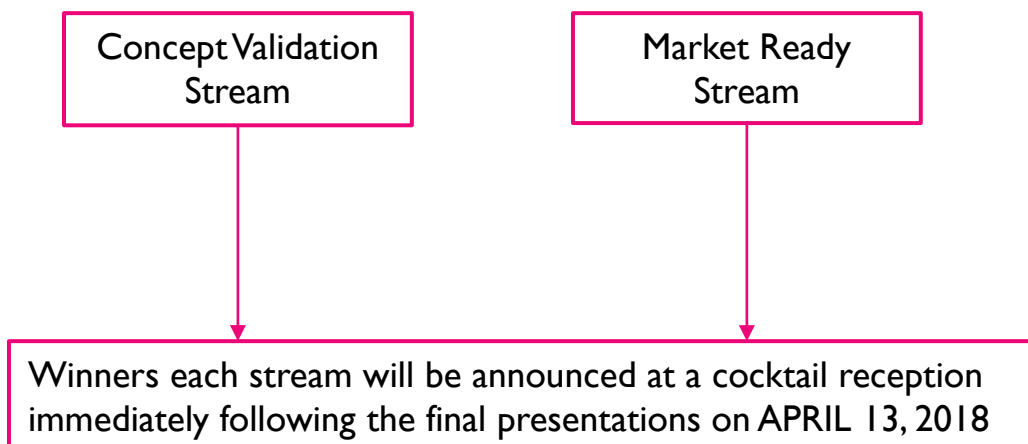
### \$EED Competition - Final Pitch Presentations – APRIL 13, 2018

Finalists will be selected to present in a random order and will be notified of the presentation order by April 11, 2018. Presentations will take on April 13, 2018 starting at 10am and will be followed by a networking cocktail where the winners will be announced.

Depending on the circumstances of the finalists selected, there is a possibility of having two presentation streams: a Concept Validation stream and a Market Ready stream. Two levels of prizes will be awarded if there are enough applicants within each stream.

#### Presentation format:

- 7 minutes presentation (timed)
- 10 minutes Q & A (timed)
- The presentation content will be communicated once the finalists have been selected and the competition streams have been confirmed.



**Business Plan – DUE at 5pm APRIL 9, 2018 BY EMAIL to [danielle.ker@concordia.ca](mailto:danielle.ker@concordia.ca)**

The business plan should be no more than 10 pages (excluding the cover sheet, summary page and appendices). The plan 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
  - Include a one paragraph “public description” of the business idea and 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. Product Development Plan (if applicable)
  - What is the development status of your product?
  - Are there any proprietary issues? (patents, trademarks etc.)

Business Plan – **DUE at 5pm APRIL 9, 2018 BY EMAIL** to [danielle.ker@concordia.ca](mailto:danielle.ker@concordia.ca)

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 main team members
  - List of research sources
  - Illustrations of prototypes, mock-ups etc.

#### Submission Requirements

Business Plans must be submitted by email to [danielle.ker@concordia.ca](mailto:danielle.ker@concordia.ca) by 5pm on April 9, 2018 in PDF format, ready for printing.

Business Plans must be submitted in order to compete in the \$EED Competition, without exception.



Competition Coordinator

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