

**McGill****Dobson Centre for Entrepreneurial Studies**
Desautels Faculty of Management

The Dobson Cup 2013

McGill Start-Up Plan Competition

Hosted by:

The Dobson Centre for Entrepreneurial Studies

www.mcgill.ca/desautels/dobson

Overview

The Dobson Cup offers a rare opportunity for budding entrepreneurs. The competition is open to **new business (for profit) ideas** and **social enterprise (not for profit)** start-ups that are less than two years old. Participants will compete for prize money and prestige, as well as benefit from the rare opportunity to present their ideas to a panel of experienced entrepreneurs. The judges will include Dobson Fellows, McGill faculty and entrepreneurs. Judging will focus on innovation, growth potential and feasibility, as presented by the teams. Past years' Dobson Cup participants cannot compete again with the same business idea. The decisions of the judges are final and the enforcement of the rules of the competition is solely at the discretion of the judges and the Dobson Centre. All decisions are final.

Teams include one to five members; at least one team member must be a McGill University student, McGill employee or McGill alumnus. Submissions requiring confidentiality agreements will not be accepted.

Prizes totaling \$60,000*

For profit prizes totaling \$40,000

1st Place: \$10,000 2nd Place: \$9,000 3rd Place: \$8,000 4th Place: \$7,000 5th Place: \$6,000

Social enterprise prizes totaling: \$20,000

1st Place: \$6,000 2nd Place: \$5,000 3rd Place: \$4,000 4th Place: \$3,000 5th Place: \$2,000

***EACH PRIZE WILL BE DIVIDED EQUALLY AMONGST THE TEAM MEMBERS (For example: if a team wins the \$10,000 prize and there are 4 members on that team each team member will receive \$2,500).**

Start-Up Plan Competition Details and Key Dates

All teams must begin at Phase one. PLEASE INDICATE ON THE COVER PAGE WHETHER YOUR PLAN IS "FOR PROFIT" OR "SOCIAL ENTERPRISE".

Phase 1:

23h59 – Tuesday, March 26th, 2013

Business & Social Enterprise Idea submission via e-mail (2 page limit).

Successful teams will be notified by Tuesday, April 2nd, 2013 and will proceed to Phase 2.

Phase 2:

a. **23h59 – Tuesday, April 16th, 2013**

Draft Business & Social Enterprise Plan submission via e-mail (10 page limit).

Successful teams will be notified by Friday, April 19th, 2013 and will proceed to Phase 2b.



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b. Wednesday, April 24th, 2013

Teams present Draft Social Enterprise Plan, live, to judges (10 minutes).

Successful teams will be notified by Monday, April 29th, 2013.

c. Thursday, April 25th, 2013

Teams present Draft Business Plan, live, to judges (10 minutes).

Successful teams will be notified by Monday, April 29th, 2013.

Phase 3:

a. 23h59 – Friday, May 10th, 2013

Final Business & Social Enterprise Plan submission via e-mail (15 page limit).

b. Wednesday, May 29th, 2013

Final Social Enterprise Plan presentation, live, to judges (10 minutes).

c. Thursday, May 30th, 2013

Final Business Plan presentation, live, to judges (10 minutes).

Winners will be announced Thursday, June 6th, 2013.

For detailed competition information and guidelines, please contact us at:

dobsoncupbusplancomp.mgmt@mcgill.ca

Phase 1 - Business & Social Enterprise Idea

Two page proposal, due via email by 23h59, Tuesday, March 26th, 2013.

dobsoncupbusplancomp.mgmt@mcgill.ca

New team members cannot be added after the Tuesday, March 26th, 2013 deadline.

1. Formal Requirements

The following requirements must be met in order to participate. Failure to comply may lead to disqualification.

First phase competition entry must include:

Front-page (***PLEASE INDICATE ON THE COVER PAGE WHETHER YOUR PLAN IS “FOR PROFIT” OR “SOCIAL ENTERPRISE”***):

- a. 300-character public description about idea.
- b. The name(s) of the one to five team members.
- c. The McGill affiliation of at least one group member, indicated on cover page of submission.
- d. Up-to-date phone number and e-mail of your team's contact person.
- e. McGill student ID #s (as applicable).
- f. Non-McGill affiliations (student of other universities etc.) should also be clearly indicated on title page (i.e. name, faculty and university).

- At most 2 pages of body type.
- At most 4 pages of appendices.
- 1.5 spacing, 12pt font, times new roman.
- The competition entry and appendices must be in the same email document.
- On the basis of their submissions, Dobson Cup applicants will be assigned a track (i.e. science & technology, social enterprise, web and mobile based communications, etc.)



NOTE: *The public description will be published and therefore must not contain any trade secrets, unprotected technologies or other confidential information. Submissions requiring confidentiality agreements will not be accepted.*

2. Competition Guidelines

In the first phase of the competition, the evaluators will focus on:

- Public description of idea.
- Uniqueness of the idea.
- Market for the idea.
- Economic feasibility of the idea.

Phase I proposals must include *evidence* that your idea has merit, including the following:

a) Business Plan Format Guidelines

- **Management Team**
 - Who are you?
 - Why are you doing this?
 - Why will you succeed?
 - Why will you actually go through with your project (versus being a competition surfer)?
- **Market Opportunity & Target Customers**
 - Who are the targeted customers?
 - What is the size of the market?
 - Is there evidence they will buy the product?
- **Unique Differentiators**
 - Why is this unique or different from competition?
 - Is this difference sustainable (e.g., patents, intellectual property, etc.)?
- **Product and service offering (e.g., the problem and your solution)**
 - Brief description of offering
 - What problem or need does it solve? What are the benefits of your product?
- **Business Model – how will the company generate profitable revenue?**
- **Milestones and Success Metrics**
 - What are the success metrics?
 - What is the exit strategy?
- **Current Development Stage**
 - What is the current status of technology/venture?
 - What are key next steps?
- **Capital Needs**
 - How much funding is needed to move forward?
 - How will the money be used?
 - Why is your business an attractive investment?

b) Social Enterprise Business Plan Format Guidelines

- **Product and/or service offering**
 - Brief description of the social problem/need



- Brief description of offering and how it will help address the social problem/need
- What other comparable products and/or services are currently available? (locally or otherwise)
- How is your product and/or service unique?
- **Management Team**
 - Who are you?
 - What is your motivation to launch this social enterprise?
 - What is your degree of commitment to seeing this social enterprise succeed?
 - What is your track record of success?
- **Market Opportunity & Target Customers**
 - Who are the anticipated beneficiaries of your offering?
 - What is the size of the market?
 - What (if any) partnership opportunities can you leverage?
- **Business Model**
 - How will the company generate sustainable revenue?
 - What is the expected revenue for the first 3 years?
 - How will revenue be used in the first next 3 years?
- **Milestones and Success Metrics**
 - How will you measure social impact?
- **Current Development Stage**
 - What is the current status of your social enterprise?
 - What are your key next steps?
 - What is your exit strategy?
- **Resource Needs**
 - How much funding do you require to move forward?
 - How would that funding be used?
 - Besides financial support, what other resources do you need and how would they be employed?
 - Why is your social enterprise an attractive investment?

3. Advancement:

Successful teams will be notified by Tuesday, April 2nd, 2013 and will proceed to Phase 2.

Phase 2 - Draft Business & Social Enterprise Plan

Ten page Business Plan, due via email by 23h59, Tuesday, April 16th, 2013.

dobsoncupbusplancomp.mgmt@mcgill.ca

1. Formal requirements

The following requirements must be met in order to participate. Failure to comply may lead to disqualification.

The competition entry for Phase 2 must include:

- Front-page (***PLEASE INDICATE ON THE COVER PAGE WHETHER YOUR PLAN IS “FOR PROFIT” OR “SOCIAL ENTERPRISE”***):
 - a. 300-character public description about business idea.
 - b. The name(s) of the one to five team members.
 - c. The McGill affiliation of at least one group member, indicated on cover page of submission
 - d. Up-to-date phone number and e-mail of your team’s contact person.
 - e. McGill student ID #s (as applicable).
 - f. Non-McGill affiliations (student of other universities etc.) should also be clearly indicated on title page (i.e. name, faculty and university).



- no more than 10 pages of text.
- no more than five additional pages of appendices.
- 1.5 spacing, 12pt font, times new roman.
- availability of at least one group member to present the plan in person (10 min. presentation, plus questions).
- The business plan and appendices must be in the same file.
- On the basis of their submissions, Dobson Cup applicants will be assigned a track (i.e. science & technology, social enterprise, web and mobile based communications, etc.)

NOTE: The public description will be published and therefore must not contain any trade secrets, unprotected technologies or other confidential information. Submissions requiring confidentiality agreements will not be accepted. Page number limitations should not be exceeded as they will not be considered.

2. Competition Guidelines

During Phase 2, the jury will evaluate the same aspects of the business plan as outlined in Phase 1 (see Phase 1 for greater detail).

3. Preparing the competition entry

The business plan must be rigorous. The business plan should be prepared with an outside audience in mind, such as a banker or venture capitalist. Numbers and facts should be used to back up your claims. Technical descriptions should be accurate but concise. The reader will want to know what demand exists and how money can be made using the business idea. The text should be factual and readable. Start with the business idea. Present the solution. Technology can be described in the appendices. Credibility and viability are key components of a business plan. Elements that create a credible business plan are market data, financials, technical details, a description of the management team and the factual references. Credibility is the ultimate theme of the business plan.

4. Advancement

Successful teams will be contacted by Friday, April 19th, 2013 to make a ten minute power point pitch in front of a panel of judges on Wednesday, April 24th, 2013 (social enterprise) and Thursday, April 25th, 2013 (for profit). *(Teams will be notified regarding time of day and venue.)*

Finalists will be notified by Monday, April 29th, 2013 and will then proceed to Phase 3 outlined below.

Phase 3 – Final Business & Social Enterprise Plan

Fifteen page Business Plan, due via email by 23h59, Friday, May 10th, 2013.

dobsoncupbusplancomp.mgmt@mcgill.ca

1. Formal requirements for the competition entry

The following requirements must be met in order to participate. Failure to comply may lead to disqualification.

The competition entry for Phase 3 must include:

- Front-page (***PLEASE INDICATE ON THE COVER PAGE WHETHER YOUR PLAN IS “FOR PROFIT” OR “SOCIAL ENTERPRISE”:***)



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- a. 300-character public description about business idea.
 - b. The name(s) of the one to five team members.
 - c. The McGill affiliation of at least one group member, indicated on cover page of submission.
 - d. Up-to-date phone number and e-mail of your team's contact person.
 - e. McGill student ID #s (as applicable).
 - f. Non-McGill affiliations (student of other universities etc.) should also be clearly indicated on title page (i.e. name, faculty and university).
- no more than 15 pages of text.
 - no more than five additional pages of appendices.
 - 1.5 spacing, 12pt font, times new roman.
 - availability of at least one group member to present the plan in person (10 min. presentation, plus questions).
 - The business plan and appendices must be in the same file.

NOTE: The public description will be published and therefore must not contain any trade secrets, unprotected technologies or other confidential information. Submissions requiring confidentiality agreements will not be accepted. Page number limitations should not be exceeded as they will not be considered.

2. Competition Guidelines

During Phase 3, the jury will evaluate the same aspects of the business plan as outlined in Phase 1 (see Phase 1 for greater detail).

3. Final Judging

Finalists will then be contacted to present their business plan in person to the panel of judges on Wednesday, May 29th, 2013 (social enterprise) and Thursday, May 30th, 2013 (for profit). (*Teams will be notified regarding time of day and venue.*)

Winners will be announced Thursday, June 6th, 2013.

Prizes totalling \$60,000*

For profit category prizes totalling \$40,000:

1st Place: \$10,000 2nd Place: \$9,000 3rd Place: \$8,000 4th Place: \$7,000 5th Place: \$6,000

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***EACH PRIZE WILL BE DIVIDED EQUALLY AMONGST THE TEAM MEMBERS (For example: if a team wins the \$10,000 prize and there are 4 members on that team each team member will receive \$2,500).**

Prizes made possible through generous support from
The National Bank of Canada Accelerator Fund

And

The Social Economy Initiative (SEI)





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