

THE MCGILL DOBSON BOOTCAMP AND CUP COMPETITION 2022 GUIDELINES

The McGill Dobson Bootcamp and Cup Competition (MDBC), **powered by National Bank**, is McGill's flagship startup competition that enables emerging McGill entrepreneurs to gain important learning opportunities and benefit from networking experiences while competing for over **\$200,000 in prize money**. MDBC teams will also benefit from the opportunity to present their ideas to a panel of world-class entrepreneurs who will offer guidance on how to move their ideas forward. The MDBC begins with a written application and is followed by the Semi-Finals and Finals of pitching and judging.

MDBC KEY DATES

2021/11/04	Applications open	Go to Application page
2022/01/16	Deadline for applications	Registration form + fillable start-up plan template + 1'30" presentation video
2022/01/24	Semi-finalists announced	Notified directly + announced on Dobson Bootcamp and Cup Web page
2022/02/10	Semi-finals pitch day	Health Sciences Enterprise Track (HSE)
2022/02/10	Semi-finals pitch day	Technology Driven Enterprise Track (TDE)
2022/02/11	Semi-finals pitch day	Environmental Enterprise Track (EE)
2022/02/11	Semi-finals pitch day	Social Impact Enterprise Track (SIE)
2022/02/17	Finalists announced	Notified directly + announced on Dobson Bootcamp and Cup Web page
2022/03/25	Deadline for final startup plans	Submit revised plan using the initial template
2022/03/28	Finals pitch day	HSE & EE Track
2022/03/29	Finals pitch day	TDE & SIE Track
2022/03/30	Awards ceremony	

IMPORTANT INFORMATION

- It is **highly recommended that teams submit their startup plan at least 24 hours before the deadline** date of 11:59 PM. EST, Sunday, January 16, 2022. Startup plans will NOT be accepted after the specified deadlines. **If any portion of a startup plan is received after 11:59 PM on the final day of registration, the MDBC reserves the right to deny entry into the competition.**
- Due to the COVID-19 pandemic, all activities of the MDBC (including the Awards Ceremony) **will take place online**. All teams must make sure they will have access to a proper internet connection, a webcam and a microphone throughout the competition, especially around the key dates. Access to Microsoft Word will also be required in order to fill-in the startup plan template – [McGill students, faculty and staff have free access to Office 365](#).
- All material and information submitted in relation to the McGill Dobson Bootcamp and Cup Competition should be non-confidential in nature and you hereby agree that your information may be made available to the public.
- The McGill Dobson Bootcamp and Cup Competition assumes no responsibility to protect Intellectual Property rights.

ELIGIBILITY AND ADMINISTRATION

TEAM STRUCTURE

In order to be eligible to apply to the MDBC, at least one founder of the team must have a McGill affiliation, meaning any of the following:

- enrolled in an undergraduate program at McGill;
- enrolled in a graduate program at McGill;
- staff, faculty or postdoctoral position at McGill;
- McGill Alumni*

*If the sole McGill affiliation on a team is a McGill Alumni, they must have graduated within the last 10 years - the cut-off point is **January 31, 2012**.

TEAM SIZE

1. The maximum number of team members allowed to present for the MDBC is five, though there is no restriction on the total size of the company.
2. Only these five team members can register for the competition and pitch.

COMPANY OWNERSHIP

1. McGill affiliated team members are expected to also own equity in the company. It is anticipated that McGill affiliated team members on the competing/presenting team should own at least 20% of the equity that is allocated to the management team OR at least 10% total equity. **In the case that an equity split has not yet been made, this rule does not apply.** For teams without an equity split, the McGill Dobson Centre for Entrepreneurship suggests all McGill affiliated team members seek to own at least 20% of the company as they enter into the MDBC. One objective of this rule is to exclude teams who solicit the help of McGill affiliated individuals and give little or no equity for writing their startup plan and/or allowing teams to meet eligibility requirements.
2. A team is also ineligible if they have raised more than \$100,000 for their company from sources other than friends and family.

TEAMS WHO HAVE PREVIOUSLY ENTERED THE MDBC

A team cannot compete in two consecutive MDBC's with the same idea, **unless very significant progress & development from the previous year** can be demonstrated. Teams who have won prize money at the MDBC are not allowed to enter in subsequent years.

- The MDBC is only open to teams that are less than two years old as of **Monday, January 18, 2022**.
- The MDBC does not take any equity in your company.
- If it is discovered that misleading or falsified personal, company, or other information has been submitted to the MDBC, the McGill Dobson Centre for Entrepreneurship reserves the right to disqualify the whole team from the MDBC at any point in time and without any warning.
- All requirements outlined in this document must be met in order to participate in the MDBC. Failure to comply may lead to disqualification at the discretion of the MDBC organizing team.

ADMINISTRATION

- **To apply, teams must write a five-page startup plan, record a short video and fill in the online registration form. Both the startup plan and the video will be submitted through the online registration form.**
- The five-page startup plan limitation should **NOT** be exceeded, as those startup plans will not be considered. Please see instructions below for further information, and use the compulsory startup plan template (available on the [application page](#)).
- The video should be an introduction to your product or service made by your team. It should be no longer than 1'30" and should be posted on YouTube or Vimeo unlisted (not private). The video should contain nothing except the founders talking. Before submitting the video, you should try playing it yourself, and check that you can hear what you're saying.
- The Semi-Final and Final pitches are not open to the public. The only people allowed in the virtual rooms during the pitches are team members, judges and McGill Dobson Centre for Entrepreneurship personnel.
- As your team may possibly win prize money at this year's McGill Dobson Bootcamp and Cup Competition, please note that this will only be paid to **registered companies with bank accounts in Canadian funds** with no exceptions. If your company is not registered please visit the following links:
 - Incorporating in Quebec through [Registre des Entreprises](#)
 - Incorporating in Canada through [Innovation, Science and Economic Development Canada](#)
 - Two other useful resources on [incorporation in Canada and the next steps](#) and on [permits and](#)

[licences.](#)

- No confidentiality agreements (NDAs) will be signed by anyone acting as judge-mentor or working for the MDBC organizing team. All information disclosed in startup plans and pitches is considered public information.
- The Dobson Cup prizes' recipients must incorporate the winning startup not later than **September 30th, 2022** – and submit proof of incorporation. If the team fails to incorporate before the stipulated date, they will forfeit the prize.
- Please note that the Board of Directors of the startup should correspond to the co-founders of that were declared in the Dobson Bootcamp and Cup application form.
- Upon entering the MDBC, teams are expected to be available for all competition dates as outlined in the Key Dates section, including the Awards Ceremony on Tuesday, March 30.
- 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 McGill Dobson Centre for Entrepreneurship.
- By submitting a startup plan to the MDBC, teams agree that their information can be stored on McGill servers, other cloud-based servers, as well as other electronic storage spaces and devices.
- If appropriate, the MDBC reserves the right to switch teams to another track.

AWARDS RECEPTION

MEDIA RELEASE

In exchange for allowing you to enter the MDBC, you hereby:

- Grant the McGill Dobson Centre for Entrepreneurship the right to film, tape, sound record and/or photograph specific activities in connection with the MDBC and (if applicable) any prizes provided. However, you will be made aware of any filming or photographs to be taken of your team. If you do not want the MDBC to film, tape, sound record and/or photograph your team, please notify us via email. The MDBC team will respect your wishes.
- Agree that we may use your name and/or likeness, voice, photographs and/or video footage of you, biographical information and corporate email address provided by you and/or any statement made by you concerning the MDBC and/or the prize(s) in connection with publicizing the MDBC. If you do not want the MDBC to use this material, please notify us via email. The MDBC team will respect your wishes.

DEFINITION OF MDBC TRACKS

HEALTH SCIENCES ENTERPRISE (HSE) TRACK - DEFINITION

Open to startups developing innovative solutions in the health sciences fields of biology, chemistry, physics, medicine, dentistry and engineering as well as a variety of multidisciplinary fields that are working to improve health, quality of life, patient centered healthcare, prevent and cure diseases, and understand how humans and animals' function.

TECHNOLOGY DRIVEN ENTERPRISE (TDE) TRACK - DEFINITION

Open to startups developing global solutions upon a new technology in the fields of computer science, robotics, mechanical engineering, manufacturing, construction, communications, education, business, financial and information technology as well as a variety of multidisciplinary fields that are working to significantly or radically disrupt their industry sector.

SOCIAL IMPACT ENTERPRISE (SIE) TRACK – DEFINITION

Open to non-profit or for-profit startups that apply commercial strategies to maximize improvements in human and social well-being, such as trading cooperatives, credit unions, community organizations, NGOs or other multidisciplinary fields that are working to achieve social, cultural and/or community economic outcomes as their mission.

ENVIRONMENTAL ENTERPRISE (EE) TRACK – DEFINITION

Open to startups developing innovative solutions to address one or several major global environmental challenges in the fields of nature conservation, agricultural science, renewable energy, transportation, waste management, food production, consumer goods, retail and packaging or other multidisciplinary fields that are working to reduce negative impact or increase positive effects on the environment.

MDBC MILESTONES

WORKSHOPS

The McGill Dobson Bootcamp and Cup Competition aims to support teams through the development of their start-up. For this reason, we expect at least one member per team to be present at 100% of the workshops.

The Finalists will also have access to Financial, Legal and specific industry-related clinics, by appointment.

Start-ups selected for the McGill Dobson Bootcamp and Cup Competition, must participate in both, the Dobson Cup Competition and 100% of the workshops and clinics offered within the Bootcamp course plan.

SEMI-FINALS

Qualifying teams will be chosen by the MDBC appointed selection committee and notified on Monday, January 24, 2022. A **maximum of 20 teams** per Track will pitch their startup ideas to a panel of judge-mentors (format is 5-minute presentation, 10-15 minute Q&A with feedback and mentorship). All decisions are at the discretion of the judges and are final.

- Semi-Finals Pitch Health Sciences Enterprise Track – **Thursday, February 10**
- Semi-Finals Pitch Technology Driven Enterprise Tracks – **Thursday, February 10**
- Semi-Finals Pitch Environmental Enterprise Track – **Friday, February 11**
- Semi-Finals Pitch Social Impact Enterprise Track – **Friday, February 11**
- Teams moving onto the finals of the MDBC will be notified on **Thursday, February 17.**

FINALS

Qualifying teams from the Semi-Finals will advance to the Finals. A **maximum of 8 teams** per Track will submit a second updated startup plan and pitch their startup ideas to a panel of judge-mentors (format is 5 minute pitch, 10-15 minute Q&A with feedback and mentorship). All decisions are at the discretion of the judges and are final.

- Final startup plans which will be sent to finalist judge-mentors are due on **Friday, March 25.**
- Finals Pitch for Health Sciences Enterprise & Environmental Enterprise Tracks – **Monday, March 28.**
- Final Pitches for Technology Driven Enterprise & Social Impact Enterprise Tracks – **Tuesday, March 29**

AWARDS CEREMONY – Tuesday, March 30, 2022.

The winning teams will be announced at the Awards Ceremony. All teams who participated in the MDBC are invited to join us at the Awards Ceremony. All prize recipients will be given the opportunity to make an acceptance speech of a maximum of one minute.

JUDGING CRITERIA

Judging will focus on the content of your startup plan, based on the headings outlined in the startup plan template. Value proposition, market and competition knowledge, marketing strategy, business and financial model, team composition, risk assessment, will all be analyzed. Judges will also look at the feasibility, growth potential, and innovation, as presented by the teams. Specifically, for the SIE and EE Tracks, social and environmental impacts will also be assessed.

THE FIVE-PAGE STARTUP PLAN

- Teams must register using the MDBC online registration process, available from **Thursday, November 4, 2021 – Sunday, January 16, 2022.**
- Teams **MUST** use the fillable **template** and abide by the following rules:
 - Cover page: use **all the fillable fields** in the cover page.
 - Layout: do not relabel the headings and **use them in the same order** as in the template. **All sections are compulsory** unless otherwise mentioned. Guidelines in each section are here to help, you do not have to answer all questions and you can delete the guidelines once you are done.
 - Font Size: Minimum **12 point font.**
 - Margins must be left unchanged: 1 inch on all sides (or 2.54 cm).
 - Document size: one cover page, followed by **no more than five pages of text.** If an appendix and/or works cited is required, it must be included in the five pages.

- **IMPORTANT:**

Teams must submit their startup plan (in the online registration form) as a PDF with the file named in the following format: **NameOfStartup_TrackEntered(TDEorEEorHSEorSIE)_Semi-Finals_MDBC2022.pdf**.

For example, if a team is named "Technology for All" and they are entering the ITDE Track, the file name will be: **TechnologyForAll_TDE_Semi-Finals_MDBC2022**.