The McGill Dobson Cup powered by National Bank is McGill’s flagship startup competition that enables emerging McGill entrepreneurs to compete for over $200,000 in prize money.

There are 4 Tracks in the McGill Dobson Cup: Innovation Driven Enterprise, Small & Medium Enterprise, Social Enterprise, and Health Sciences.

Participants benefit from the opportunity to present their ideas to a panel of world-class entrepreneurs and judges who will offer guidance on how to move their ideas forward.

Through continuous mentorship, and mandatory workshops, the competition offers countless of opportunities for competing startups to learn about what it takes to run a successful business and win seed funding.
NATIONAL BANK
PRIZES

Prizes
1st Place - $20,000
2nd Place - $12,000
3rd Place - $8,000

Across all 4 tracks
Health Sciences Track
Social Enterprise Track
Small Medium Enterprise Track
Innovation Driven Enterprise Track
Master Card Foundation Award
1st Place $15,000
2nd Place $5,000
3rd Place $3,000
The Food and Agribusiness Convergent Innovation Prize $5,000

Interac Retail Prize - $10,000

Murdoch Family Initiative Prize $6,000

McGill EnginE Prize $5,000

Avmor Prize for Social Responsibility $1,900
KEY DATES

Applications Open
December 2nd, 2019

Applications Close
January 15th, 2020

Semi-Final Teams announced
January 23rd, 2020

Welcome Reception
January 29th, 2020

Dobson Cup Semi Finals
HS & SE: February 11th, 2020
SME & IDE: February 12th 2020

Final Teams Announced
February 18th, 2020

Dobson Cup Finals
March 30th, 2020

Dobson Cup Award Ceremony
April 8th, 2020
RESOURCES

• 200,000$ + in funding to McGill Dobson Cup Winners
National Bank, Master Card Foundation Award, Interac Retail Prize, The Food and Agribusiness Convergent Innovation Prize, Avmor Prize for Social Responsibility, Murdoch Family Initiative Prize, McGill EnginE Prize

✅ Collaborative Workspace
680 Sherbrooke St W, Ground floor

✅ Dobson Community on Slack

✅ In Person & Online Workshops

✅ Guest Speakers & Networking
Opportunities

✅ Mentorship Pairing with
Industry Experts & Professionals

✅ Free Financial & Legal Advice
WHO CAN COMPETE

AT LEAST ONE CO-FOUNDER MUST HAVE A MCGILL AFFILIATION, MEANING ANY OF THE FOLLOWING:

• **Enrolled** in an academic program at McGill in any faculty (undergraduate, graduate or post-graduate certificate);

• **McGill alumni** from any faculty graduated within the past 10 years

• **Staff, faculty** or **postdoctoral position** at McGill in any faculty
YOU CANNOT COMPETE IF:

• Your team is not less than 2 years old;

• Your startup has raised more than $100,000 in funding;

• Your team has already competed in last year's Dobson Cup with the same idea, unless very significant progress & development can be demonstrated;

• One of your current team members has won prize money in previous Dobson Cups;

• It is discovered that misleading or falsified personal, company, or other information, is submitted.
IF SELECTED TO COMPETE:

- The Semi-Finals and Final pitches are **not open to the public**. The only people allowed in the rooms are team members, judges and Dobson Centre personnel;

- **At least one member** per team must be present to pitch in person, **NO Skype or video conferencing** allowed;

- Upon entering the Cup, teams are expected to be **available for all competition dates** as outlined in the Key Dates section, incl. Awards Ceremony on April 8th, 2020;

- If appropriate, the Dobson Centre reserves the right to switch teams to another track.
Neither the Dobson Cup, nor the Dobson Centre for Entrepreneurship take any equity in your company;

No confidentiality agreements or non-disclosure agreements (NDAs) will be signed by anyone acting as a judge, or part of the Dobson Cup organizing team.

What does this mean?
Tell us you have an algorithm but don’t show us how the algorithm works.
• Presenting team (registration & pitching) at Dobson Cup
  - maximum 5 team members

• No restriction on total size of the company

• McGill affiliated team members on the competing team are expected to have minimum ownership in the company, as follows:
  - 20% of equity allocated to the management team, or;
  - 10% total equity

In the case that an equity split has not yet been made, this rule does not apply.
HOW TO APPLY

Application form
found at www.mcgill.ca/dobsoncup

- 1-min video introducing your product
- 1-min video introducing your team

5 page startup business plan

DUE JAN 15, 2020
BY 11:59 PM
JUDGING CRITERIA

SEMI FINALS & FINALS:

- Startup plans
- Feasibility
- Growth Potential
- Innovation
- Social Impact (SE Track)
The startup plan must be **rigorous**. It should be prepared with an **outside audience in mind**, such as a venture capitalist. Numbers and facts should be used to **back up your claims**. **Credibility** and **viability** are key. Note that your startup plan **must ONLY include these headings**, a section for Appendix and works cited may be added, but **any information outside these headings will not be considered**.

- Value Proposition
- Customers/ Beneficiaries
- Marketing
- Competition
- Business & Financial Model
- Team Composition
- Other Considerations
STARTUP PLAN
SE TRACK

The startup plan must be **rigorous**. It should be prepared with an **outside audience in mind**, such as a venture capitalist. Numbers and facts should be used to **back up your claims**. **Credibility** and **viability** are key. Note that your startup plan **must ONLY include these headings**, a section for Appendix and works cited may be added, but **any information outside these headings will not be considered**.

- **Concept**
- Customers/ Beneficiaries
- Marketing
- Competition
- Business & Financial Model
- Team Composition
- **Social Impact**
- Other Considerations
SUBMITTING THE STARTUP PLAN

• Teams must submit their startup plans as PDF, named: NameofStartup-Track-Semi-Finals-MDC2020.pdf

• *Example* for a Startup called "Tech for All"
TechforAll_IDE_Semi-Finals_MDC2020.pdf

• **Font Size:** min 12 point font

• **Margins:** 1 inch on all sides (or 2.54 cm)

• **Spacing:** 1.5 spacing

• **Document Size and Layout:** 1 cover page, followed by 5 pages of text (Appendices incl.)
1. **Name of Startup** and **logo** (if you have one), and **Semi-Final or Final**

2. **Track** entered: IDE, SME, HS or SE

3. **30-word description of your company** that can be made public. Please, include a **link to your website** or any relevant social media links.

4. Identify **one main contact person** ("Team Leader") and include their phone number and e-mail address.

5. List the full name of **all team members (up to 5)** and clearly state their **McGill affiliation and faculty**:  
   - McGill Student  
   - McGill Staff  
   - McGill Faculty  
   - McGill Alumni  
   - No McGill affiliation
KEY DATES

MANDATORY WORKSHOPS:

**How to Pitch Your Startup**
Monday, Jan 27, 2020 @ 6 - 8 PM

**Accounting 101**
Monday, Feb 3, 2020 @ 6 - 8 PM

**Startup Financials**
Wednesday, Feb 5, 2020 @ 6 - 8 PM

**Marketing 101**
Tuesday, Feb 18, 2020 @ 6-8 PM

**Startup Legals**
Wednesday, Mar 4, 2020 @ 6 - 8 PM

**Understanding Your Market**
Wednesday, Mar 11, 2020 @ 6 - 8 PM

SEMI FINALS & FINALS:

**Semi Finals HS & SE Tracks**
Tuesday, Feb 11, 2020

**Semi Finals SME & IDE Tracks**
Wednesday, Feb 12, 2020

**Final Pitches**
Monday, March 30, 2020

**Awards Ceremony**
Monday, April 8, 2020
DOBSON CUP TEAMS
WELCOME RECEPTION

Date
Wednesday, January 29
6 - 8 PM

Location
McGill Faculty Club Ballroom, 3450 McTavish

Goal
Official start of McGill Dobson Cup 2020: Welcome the selected teams, introduce mentors, collaborators and sponsors.
SEMI-FINALS

Date
Tuesday, Feb 11 - HS & SE
Wednesday, Feb 12 - SME & IDE

Competing Teams
max. 30 teams per Track

Format
• 5-min pitch
• 15-min Q&A

Teams moving onto Finals of the MDC will be notified on Tuesday, Feb 18, 2020.
Qualifying teams from Semi-Finals must submit a second updated startup plan by Wednesday, March 11.

Date
Monday, March 30

Competing Teams
max. 8 teams per Track

Format
• 5-min pitch
• 15-min Q&A
Introduce participants of the Dobson Cup to the importance of pitching, what makes a pitch good, and how they should pitch their startup.
ACCOUNTING 101

Date
Monday 3rd February
6 - 8 PM

Location
1001 Sherbrooke St. W., Bronfman 423

Goal
Teach the Dobson Cup teams about the basics of accounting to develop the quality of their pitches and financial predictions.
STARTUP FINANCIALS

Date
Wednesday 5th February
6 - 8 PM

Location
1001 Sherbrooke St. W., Bronfman 001

Goal
Teach the Dobson Cup teams about how to effectively manage their financials, raise funds for their startup, & understand investment.
MARKETING 101

Date
Tuesday 18th February
6 - 8 PM

Location
TBD

Goal
Teach the Dobson Cup teams about how to effectively manage their marketing.
Date
Wednesday 4th March
6 - 8 PM

Location
1001 Sherbrooke St. W., Bronfman 001

Goal
Introduce the basic legal aspects of a startup such as incorporation, protecting their product, and applying for patents.
UNDERSTANDING YOUR MARKET

Date
Wednesday 11th March
6 - 8 PM

Location
1001 Sherbrooke St. W., Bronfman 001

Goal
Inform entrepreneurs and founders participating in the Dobson Cup on how to research their market, analyse it, and understand it in order to best enter it with their startup.
DOBSON CUP
AWARDS CEREMONY

Date
Wednesday 8th April
12 - 2 PM

Location
Centre Mont-Royal, 2200 Mansfield

Goal
Announce the winning teams of the Dobson Cup and the Prizes they won from the National Bank or other organisations. Thank sponsors, partners, & judges who contributed to the realisation of this years Dobson Cup.