


GET YOUR BIG IDEA OFF THE GROUND

LAUNCH BUSINESS PLAN COMPETITION



Today

- Introduction
- Eligibility
- Prize Packages
- General Criteria
- Process
- Ownership and Confidentiality
- Mentors
- Seminar Series
- Craig Elias, CEO, Shift Selling Inc.
 - Things every entrepreneur should know



Introduction

- SAIT's young entrepreneurs
 - Innovations to market
- Two components:
 - Business Plan Competition
 - Seminars Series
- November 2009 to June 2010
- Sponsors and Partners



Sponsors

Gold Sponsors

Government of Alberta ■
Approved Partner
Youth Technopreneurship Program




Bronze Sponsor



SAIT
FURTHER YOUR PASSION

Partners

Government of Alberta ■
Approved Partner
Youth Technopreneurship Program

Logos of partners: Jait Polytechnic, Calgary Technologies Inc., Fasken Martineau, SHIFT, WAX, Replicon Inc., processpathways, and iNOVIA CAPITAL.

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Eligibility - Participant

1. Individual or team
2. 2008/09 or 2009/10 graduates – who were registered as full-time students and graduated from one of the following SAIT government-approved and credit programs:
 - Applied Degree
 - Diploma
 - Certificate
 - Certificate of Achievement
 - Pre-Employment
 - Apprenticeships

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Eligibility - Participant

3. Not studying full-time as of July 1, 2010
4. Between the ages of 18 and 35
5. At least 50% of team meets requirements 2, 3 and 4.
 - That same 50% who meets requirements 2, 3 and 4 also holds at least 51% ownership of the business venture
 - Individual applicants must meet all eligibility requirements
6. Live or plan to live in Calgary Region
7. Legally eligible to work in Canada

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Eligibility - Venture

1. New business
 - In full-time operation less than 24 months, as of July 1, 2010
 - Realistic, marketable idea for a profit-making venture
 - Fills an unmet need that currently exists or a need not well satisfied in the Calgary Region
 - Original idea or one that significantly improves an existing venture

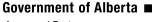


Eligibility - Venture

2. **Technology, science or knowledge-based**
 - Venture makes primary use of some form of technology
 - Use of technology is apparent in goods and/or services offered
 - New ventures developing products, processes, or services using science, technology or design are eligible
3. **Operated within the Calgary Region**
 - As defined by the Alberta Government
 - Cities, town, counties



Prize Packages – First Place

- **\$20K cash** (sponsored by AET)  Government of Alberta
Approved Partner
Youth Technopreneurship Program
- One year office space at SAIT (valued at \$12K)
- No cost legal services (up to \$10K) from FMD
- Registration - Financing Your Vision and Entrepreneur Consulting Services (sponsored by CTI.; valued at \$800)
- Advising - SAIT Applied Research and Innovation Services
- Automatic eligibility for \$30K of financing (CYBF and BDC)
- Mentors, experience, relationships, exposure
- **Prize package valued at over \$72K**




Prize Packages – Second Place

- **\$10K cash** (sponsored by SAIT) 
- No cost legal services (up to \$10K) from FMD
- Entrepreneur Consulting Services and six-month Corporate Identity (sponsored by CTI; valued at \$1600)
- Advising - SAIT Applied Research and Innovation Services
- Automatic eligibility for \$30K of financing (CYBF and BDC)
- Mentors, experience, relationships, exposure
- **Prize package valued at over \$51K**




Prize Packages – Third Place

- **\$5K cash** (sponsored by FMD) 
- No cost legal services (up to \$10K) from FMD
- Entrepreneur Consulting Services and six-month Corporate Identity (sponsored by CTI; valued at \$1600)
- Advising - SAIT Applied Research and Innovation Services
- Automatic eligibility for \$30K of financing (CYBF and BDC)
- Mentors, experience, relationships, exposure
- **Prize Package valued at over \$46K**




General Screening/Judging Criteria

- Likely success of the enterprise
- Technology, Science, and/or Knowledge focus
- Technology Used
- Idea Innovation (new and creative)
- Commercial (profit potential) and Technical Viability
- Marketability
- Competitive Advantage
- Management's Strengths and Ability to Execute
- Relative Risk
- Potential for Economic Impact




Process and Timeline

Activity	Important Dates
Attend LAUNCH Seminars	December 2009 – May 2010
Submit Registration Form	Must be done before submission of Concept Paper Required to obtain login information for LAUNCH Mentor List and Forms
Connect with Mentors	November 2009 – May 2010
Identify Primary Mentor	Must be done before submission of Concept Paper
Submit Concept Paper	March 12, 2010
Feedback from Screening Panel	March 26, 2010



Process and Timeline

Activity	Important Dates
Finalize Team Structure	April 9, 2010
Submit Business Plan	May 31, 2010
Pitch to Judging Panel	June 7, 2010
Feedback from Judging Panel • Top three business ventures identified	June 16, 2010
Awards Ceremony • Prize packages awarded – 1 st , 2 nd , 3 rd	June 21- 24, 2010
Prize Packages Utilized	July 1, 2010 – June 30, 2011



Ownership and Confidentiality

- **Ownership of Intellectual Property**
- **Registration Form/Participant Agreement**
 - Under confidentiality agreement
 - Triggers log-in information (mentors and forms)
- **Confidentiality Agreement**
 - Signed by all LAUNCH partners (“Officials”)
 - Mentors, Screeners, Judges



Mentors

- Help prepare Concept Papers and Business Plans
- Areas of expertise:
 - Entrepreneurs, operations, marketing, finance/banking, legal, venture capital, R&D
- Participants required to make connections
 - Primary mentor required
 - Strongly encouraged to connect with multiple
 - LAUNCH Mentor List or identified on own
- Confidentiality agreement **MUST** be signed by all LAUNCH Mentors
- No formal relationship until after competition closes




Seminar Series

- For all LAUNCH participants and SAIT students
- December 2009 to May 2010
- First Tuesday of the month (except January)
- Register – LAUNCH@sait.ca
- Visit SAITLAUNCH.ca
- Tuesday, December 1, 2009 – 6-7:30pm, R112
- Idea Assessment: are you in the right business?



Next Steps

- Ideas
- Identify team members
- Submit Registration Form
- Attend seminars (Tuesday, December 1)
- Begin connecting with mentors
- Prepare Concept Paper and Business Plan
- Experience, relationships and exposure
- SAITLAUNCH.ca



Find out more

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