

THE QUEEN'S ENTREPRENEURS' COMPETITION

COMPETITORS PACKAGE
2015/2016

"The Queen's Entrepreneurs' Competition is one of the oldest and largest competitions, drawing business students from across Canada and the world"

- David M. Saunders, PhD Dean



ABOUT THE COMPETITION



Global

The Queen's Entrepreneurs Competition (QEC) is one of the largest international undergraduate business plan competition in Canada. It is an event run by students at Queen's University in Kingston, Canada. Past years' competitions have brought teams of aspiring and talented entrepreneurs from Singapore, Belgium, Hong Kong, India, Australia, United States, and Canada.

Process

Competitors submit a business plan on the QEC website for consideration by a variety of judges in the competition's first round. From the pool of business plan submissions, judges will select the top 15 finalists to compete in the final weekend held in Toronto, Canada from January 14th until January 16th. Teams will pitch their ideas to prominent industry leaders for a variety of prizes and networking opportunities. This year QEC has reached new heights, with more than \$60,000 in prize money available for winning teams.

Network

The QEC strives to attract top Canadian entrepreneurs and industry leaders which act as speakers, judges, and sponsors. Their involvement provides invaluable expertise, motivation, and feedback for competitors. As Canada's oldest entrepreneurship competition, QEC boasts a powerful alumni base which includes the founders of companies such as Kickstarter-backed, Vitameter, U.S. Congress endorsed, Quorum and even BufferBox, a venture acquired by Google.

Events

QEC provides a powerful venue to foster connections between likeminded entrepreneurs and industry professionals in an authentic, casual, and social setting. The final weekend will feature several social events, which will include a gala dinner and cocktail receptions. These events will be held in Toronto, Canada's largest city and nightlife center, with the events being supported by our generous partners.

PROCESS AND AWARDS

First Step

The preliminary round of the competition consists of the initial evaluation and grading of a business plan and video pitch by industry professionals (please see page 8 for more information). After all the judges' scores have been tabulated, the 15 highest scoring teams will be notified and invited to compete at QEC.

If You Qualify

Teams who participated in the first round will be notified of whether or not they advance to the next round approximately a month after submission.

Finalist Awards

The first, second and third place teams will receive a total of at least \$60,000 in monetary prizes from QEC. The prizes will be weighted heavily to the winner and subsequently decrease for the second and third place teams.

Innovation Award

This award is presented to the team who best introduces a new and original idea that has the potential to be successfully applied in the real world, with the potential to shift commonly held paradigms or advance a specific field.

Sustainability Award

Presented to the team with the most comprehensive venture idea that has the largest potential to impact local and/or global sustainability, including the effect it has on both people and the planet.

PAST SCHOOLS ATTENDED

CANADA

Concordia University
Wilfred Laurier University
Mount Allison University
University of New Brunswick
Queen's U
University of Saskatchewan
University of Toronto
University of British Columbia
University of Windsor
York University
Carleton University
Ryerson University
Guelph University
University of Manitoba
McGill University
University of Ottawa
Sherbrooke Université
Simon Fraser University
Trent University
University of Waterloo
University of Western Ontario
HEC Montréal

EUROPE

Universidade Nova de Lisboa, Portugal
Eastern Mediterranean University, Cyprus
University of Edinburgh, UL
University of Hull, UK

ASIA

University of Calcutta, India
University of Hong Kong
IIT Kharagpur, India
National University of Singapore
Assumption University, Thailand
University of Philippines
Indian School of Business
University of Kuala Lumpur, Malaysia
Nanyang Technological University, Singapore
University of Malaysia

USA

Harvard University
Cornell University
New York University
UC Berkeley
Emory University
University of Michigan
University of Houston
Wake Forest University
Agnes Scott College
University of Maine
Case Western Reserve University
University of Wisconsin
Purdue University
Florida State University
Brigham Young University
Rice University

AFRICA

American University, Cairo
University of Witwatersrand, South Africa
Makerere University, Uganda

PAST QEC COMPETITORS

The QEC often has acted as a great launchpad for a variety of ventures to begin, and accelerate, their paths to success. See below a summary of some of the competition's highly notable past competitors, and the things they have accomplished since QEC.

Many of our competitors' ventures have been successful in gaining significant traction. Some have gone on to pitch on Dragon's Den, while others have raised seed funding for their business and received incredible media attention. Some past competitors include:



- Winners of the Velocity Fund Finals
- Accepted into Y Combinator
- Acquired by Google for \$17 M



- Media coverage in The Washington Post, The New York Times, Bloomberg Politics and TechCrunch
- Won \$10,000 at the Harvard College Innovation Challenge



- Raised \$300,000+ on Kickstarter



- Pitched on Dragon's Den, receiving an offer at a \$2 M valuation, rejected the offer
- Raised \$200,000 from a private group of investors



- Joined the Innovate Calgary incubator after winning \$35,000 at the Innovate Calgary Tech Show case, and received coverage in the Alberta Oil Magazine



- Received \$35,000 as the winners of the Velocity Fund Finals in 2015



○ Submission Deadline

All entries must be submitted on www.theqec.com via its online submission process. Details will be made available for how to submit on the website's homepage once the competition opens. If there are any issues with submission, please e-mail your business plan, video link, and accompanying deck to info@theqec.com. The deadline for submission is October 29th, 2015.

○ Qualification Requirements

- All competitors must be current undergraduate students or recent 2015 graduates from any undergraduate faculty or program
- Each team may have a maximum of four students. Competitors may involve the help of other students in producing their submission. Those students do not have to be registered members of the group
- Existing proposals are valid given the plan has not previously qualified as a finalist for QEC
- Business plans must be received electronically by the submission deadline

○ Format Requirements

- All business plans must be written in English
- All business plans must be typed with 1.5 or double spacing, minimum one inch margins, and minimum 10pt font
- Business plans must be presented in a concise, professional, and coherent manner. Spelling, grammar, and formatting will be taken into consideration
- Candidates' last names and school names must not be included on any pages of the business plan
- All submissions must use the QEC mandated title page available for download at www.theqec.com

QEC is excited to introduce a new competition format this year.

Round 1: Preliminaries

Competitors are required to submit the following by date 11:59 EST on October 29th, 2015:

1) Business Plan: A report outlining the more detailed aspects of your venture.

The business plan must cover the following topics:

- i. **Market Opportunity** – What problem are you trying to solve?
- ii. **Business Model and Viability** – How are you going to solve this problem?
- iii. **Execution Strategy** – How do you propose to execute your business model?

This includes:

- Marketing
- Operations
- Human Capital

iv. **Originality** – Why are you different and/or better than any other venture competing in your market?

v. **Financial Considerations** – What are some things to consider when valuing your company? How can you use the QEC prize money to make it grow?

Remember, any valuation on your company today can change tomorrow – present a realistic picture of where you are and the necessary steps to reach your goals.

Other notes:

- Please use the title page template provided on the QEC website.
- Business plans must be a minimum of 5 pages and a maximum of 10 pages.



2) Video Pitch: A presentation of the high-level value proposition of your venture that gives anyone watching a "reason to believe".

- Each venture's team must submit a 3-5 minute video presenting the business plan. This should be no more than a recording of what would be a short pitch; points will not be awarded for production quality or filmmaking ability. However, audio and video should be clear.
- Additional visuals presented in video must be submitted as supporting aid. Judges require all accompanying material shown in the video (i.e. PowerPoint slide deck).
- Videos should be uploaded to YouTube with privacy settings set as unlisted. The link to this YouTube video will be required as part of the first round submission
- There are no required topics to be covered in the presentation, but candidates should consider what points would most effectively and concisely convince a judge of your venture's promise of value, given the shorter video length. Feel free to use any content from your business plan.
- Video submissions must be a minimum of 3 minutes and a maximum of 5 minutes.

Round 2: Judge Pools

On the 1st day of the competition (Friday January 15th), each of the top 15 teams will present to a panel of judges.

The format for presentation is as follows:

- Maximum 20 minute presentation.
- Teams will be given 3 minutes to set up their presentation. If teams require more time it will be deducted from their 20 minute presentation.
- Maximum 20 minutes for questions and feedback.

Round 3: Final Round

On the 2nd day (Saturday January 16th), the top 6 teams from round 2 will present to a larger panel of judges.

The format for presentation is as follows:

- Maximum 20 minute presentation.
- Teams will be given 3 minutes to set up their presentation. If teams require more time it will be deducted from their 20 minute presentation.
- Maximum 20 minutes for questions and feedback.



DETAILS & THE FINAL WEEKEND



Marking Procedure

In the preliminary round, competitors submit a business plan and a brief video pitch to be considered by leading members of the business community and Queen's school of Business faculty members. Each plan is reviewed by multiple judges and marked, with a technical score assigned and valuable feedback given to competitors. The top 15 scoring teams will be invited to attend the QEC final weekend.

Fees and Costs

There are no submission fees or costs to submit a business plan to the preliminary round of the Queen's Entrepreneurs' Competition. Competitors who qualify for the final round in January are responsible for covering travel and accommodation expenses. In the past, as recognition of their success in qualifying for this prestigious weekend, many participating schools have paid for the travel expenses of their students. QEC is happy to connect with schools to make this process easier. QEC and our generous sponsors are proud to provide main meals and participation in weekend events, including socials, workshops and seminars.



KEY COMPETITION DATES



OCTOBER 29TH, 2015

1st round (preliminary) submissions are
due on www.theqec.com

JANUARY 14TH - 16TH

2nd and 3rd rounds take place in Toronto, ON

JANUARY 14TH

Evening Competitor Welcome Reception

JANUARY 15TH

2nd Round Pitches

JANUARY 16TH

3rd Round Pitches

CONTACT INFORMATION



If you have any questions please do not hesitate to reach out to your competitor coordinator, we are here to help!

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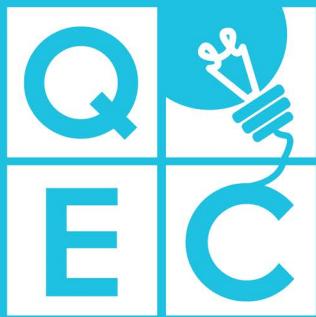
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