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Competitors Package | Jan. 26-28, 2017

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WHO ARE  
WE

“THE QEC is one of the longest  
running and Best-known  
undergraduate business plan competitions  
in The WORLD.”

The New York Times

# WHY

## COMPETE AT THE QEC

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# REASONS TO COMPETE

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1

The Queen's Entrepreneurs Competition (QEC) is one of the largest international undergraduate business plan competitions in North America, awarding over \$70,000 to start ups each year. The QEC is run by students at Queen's University in Kingston, Ontario, who bring competitors from across Canada and the world to compete for funding and resources to help launch their businesses.

2

The QEC strives to attract top Canadian entrepreneurs and industry leaders who act as speakers, judges, and sponsors. Their involvement provides invaluable expertise, motivation, and feedback for competitors. Our network and past speakers include Ryan Holmes, CEO of Hootsuite; John Ruffalo, CEO of OMERS Venture; Michael Hyatt, co-founder of BlueCat and current Dragon on Dragon's Den, and the sponsor of our first place prize, Somen Mondal, founder of Ideal and Field ID.

3

The QEC provides a powerful venue to foster connections between like minded 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 support from our generous partners.

# ABOUT THE COMPETITION

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# PRIZES & COMPETITION PROCESS

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## 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. After all the judges' scores have been tabulated, the 15 highest scoring teams will be notified and invited to compete at the QEC.

## If You Qualify

- Teams who participated in the first round will be notified of whether or not they advance to the next round in late November. The top 15 teams will go through two rounds in Toronto, consisting of pitches and a question and answer period with judges.

## Finalist Awards

- The first place team will receive \$50,000, second place will receive \$25,000 and the third place award is yet to be announced. Additional prizes, including legal services and marketing support from professional organizations, will also be awarded to 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 opportunity to shift commonly held paradigms or advance a specific field.

# PAST

## QEC COMPETITORS

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The QEC often has acted as a catalyst for a variety of ventures to begin, grow, and accelerate their paths to success. Our competitors are driven, and many have been successful in gaining traction for their businesses. For over 25 years, we have seen businesses succeed and move onto great things after the QEC, including acceptance into prestigious business incubators, pitching their businesses on Dragon's Den, raising seed funding, and even being acquired.

The logo for BufferBox, featuring the word "Buffer" in a dark grey sans-serif font and "Box" in a green sans-serif font with a green rectangular underline.

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

The logo for Voltera, featuring a stylized icon of three connected squares (two green, one dark grey) followed by the word "VOLTERA" in a dark grey sans-serif font.

- Raised \$500,000+ on Kickstarter
- Winners of the International James Dyson Award, TechCrunch Hardware Battlefield, and Popular Science Invention of the Year



SparkGig

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

The logo for Quorum, featuring the word "Quorum" in a large, purple, serif font, with the tagline "data driven politics" in a smaller, purple, sans-serif font below it.

- Media coverage in The Washington Post, The New York Times, Bloomberg Politics, TIME, and CBS This Morning
- Winners of the Model of Excellence award at the Business Information & Media Summit



# Application & Criteria

## PROCESS

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### Submission Deadline

- All entries must be submitted on [www.theqec.com](http://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 the competitor coordinator for you designated region. The deadline for submission is October 29th, 2016.

Early bird submissions will be accepted by October 15th for entry in to win prizes!

### Qualification Requirements

- All competitors must be current undergraduate students at a university or college. Competitors who graduated or were enrolled in school within 12 months of the competition date may also apply, including recent graduates.
- 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 the 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

# ABOUT THE ROUNDS

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# Round 1:

## Preliminaries

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Competitors are required to submit the following by date at time:

### 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
- iiii. 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.

# Round 1:

# Preliminaries

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## 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 present their business plan in video format. No production value is required, although clear video and audio is preferred.
- Additional visuals presented in video must be submitted as supporting aid.
- Judges require all accompanying material shown in the video.
- Videos must be submitted via an unlisted YouTube link which you must submit as part of your online application.
- There are no specific topics to be covered, as different businesses have different focuses. Candidates should choose what they think will "sell" the business most effectively – what are the key reasons to believe in your company?
- Video submissions must be a minimum of 3 minutes and a maximum of 5 minutes.

# Round 2:

## Judge Pools

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On the Friday of the final weekend in January, the top 15 teams will present to a small 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

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On the Saturday of the final weekend, 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

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## **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 Smith 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. The QEC is happy to connect with schools to make this process easier. The QEC and our generous sponsors are proud to provide main meals and participation in weekend events, including socials, workshops and seminars.



# Contact INFORMATION

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



**Competitors Director**  
Kirsten.MacMillan@theqec.com  
International Applications



**Competitors Coordinator**  
Jack.Mozas@theqec.com  
Western USA Applications



**Competitors Coordinator**  
Jenny.You@theqec.com  
Ontario Applications

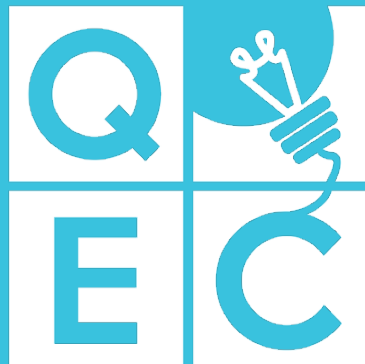


**Competitors Coordinator**  
Edward.Chen@theqec.com  
Eastern USA Applications



**Competitors Coordinator**  
John.Marshall@theqec.com  
Canadian Applications (Outside ON)





# THE QUEEN'S ENTREPRENEURS' COMPETITION

