

Pitch Competition Guide 2018



CONTENTS

COMPETITION OUTLINE	3
ELIGIBILITY CRITERIA	4
PRIZES	4
COMPETITION CATEGORIES	5
HOW TO ENTER	6
JUDGING CRITERIA	6
GENERAL CRITERIA	7
MORE INFORMATION	8

UNLOCK YOUR BIG IDEA PITCH COMPETITION

COMPETITION OUTLINE

This document constitutes the official contest entry rules.

OBJECTIVE

The objective of the competition is to support the development of ventures from ideation to commercialization. UYBI reflects the commitment of the Ontario Network of Entrepreneurs (ONE) Partners in Peel to support innovation and entrepreneurship for economic prosperity in southwestern Ontario.

SOLUTION

The Unlock Your Big Idea Pitch Competition (“Competition”) is an opportunity for entrepreneurs to win a \$10,000 award to help accelerate their business.

PROCESS

The Unlock Your Big Idea Pitch Competition involves three steps:

- Step 1: Apply online
- Step 2: Expert review and finalist selection
- Step 3: Live pitch finale

IMPORTANT DATES

Applications Open: November 30, 2017

Application Deadline: February 1, 2018 at 5pm

Finalists Announced: February 22, 2018

Live Pitch Finale: March 22, 2018

The final live pitch will be held at Sheridan’s Hazel McCallion campus in Mississauga (4180 Duke of York Blvd.). The event takes place in the evening, starting at 5 pm. **Finalists must be available to present their idea in person.** If a finalist is unavailable during this time, they must send a representative to present the business idea and answer judges’ questions.

UNLOCK YOUR BIG IDEA PITCH COMPETITION

ELIGIBILITY CRITERIA

To win, companies must meet the following requirements:

- Companies must be geographically located in **Caledon, Brampton, Mississauga, Etobicoke or Oakville**, or be working with entrepreneurship programs at **Sheridan, Humber or the University of Toronto Mississauga**.
- Must be a registered business in Ontario.
- Priority will be given to companies that have been operating for three years or less.
- Applications must be complete.
- Past applicants to UYBI may apply, but past finalists are ineligible.
- Applicants may enter more than one category. **However, should they be selected as a finalist, applicants will only be invited to pitch in the category for which they rank the highest.**
- A non-refundable registration fee of \$25 is required for each submission.

PRIZES

Each category winner will receive a \$10,000 prize. There will be one winner in each of the three categories listed below. A bonus \$5000 prize will be awarded to the highest ranking business led by a founder age 29 and younger. Category winners are not eligible for the bonus prize.

Winners will also receive access to a variety of supports and services offered by the ONE Partners in Peel. This access will be valid until the end of 2018 and will provide winners with valuable training and networking opportunities.

ELIGIBLE EXPENDITURES

Winners will be required to provide documentation (receipts, invoices) on how funds are spent. Funds may be used to cover founders' living expenses and/or working capital for the winning businesses/social enterprises.

COMPETITION CATEGORIES

SOCIAL ENTERPRISE

Applicants in this category are driven changemakers, looking to advance social, environmental, or community economic goals via their revenue-generating business.

TECHNOLOGY STARTUP

Applicants in this category have a business idea that involves new technology product development or product improvement. This includes but is not limited to the novel creation, application or improvement of a technology-based business idea in the areas of advanced materials and manufacturing, robotics, engineering, life science, industrial internet of things, information & communications technology, etc.

CREATIVE INDUSTRY STARTUP

Applicants in this category are artists, designers, creators and cultural entrepreneurs. This category is for those who create new cultural products, firms and markets that create new economic and cultural value.

BONUS PRIZE: YOUTH-LED STARTUP

A \$5000 prize will be awarded to the company that best represents the next generation of Ontario entrepreneurs. Businesses can be in any sector as long as one of the founders is currently age 29 or younger.

UNLOCK YOUR BIG IDEA PITCH COMPETITION

HOW TO ENTER

All applicants must submit the application requirements online by **5pm Thursday February 1, 2018**:

1. Tell us about **your business or social enterprise**
2. Tell us about **your team**
3. Upload a **pitch deck**
***Files must be in pdf format, with a maximum size of 8 MB**
Want to know how to make a pitch deck? [Click here!](#)
4. Link to a **pitch video** (optional)
5. Submit your **non-refundable \$25 application fee**

Apply Now

JUDGING CRITERIA

The finalists in each category will be asked to deliver a 3 minute pitch. The pitch will be followed by a 4 minute Q&A session with the judging panel. Pitches will be evaluated on:

- Strength of Entrepreneur/Team
- Size of the Opportunity/Competitive Environment
- Product/Technology
- Business Stage
- Marketing/Sales/Partnerships
- Ability to Access Financing to Achieve Milestones

Winners will be chosen by a panel of 3-4 judges from all eligible submissions of the Competition. All decisions made by the panel of judges are final. The odds of winning the Competition depend on the total number of eligible entries received.

In order to be declared the confirmed winner of any prize, a selected contestant must, in addition to meeting the eligibility criteria in the rules, correctly answer, in person, a mathematical skills testing question without the assistance of any kind, whether electronic or otherwise.

UNLOCK YOUR BIG IDEA PITCH COMPETITION

GENERAL CRITERIA

1. This Competition is for the general public eligible to enter and will be interpreted and subject to Canadian federal, provincial, municipal, and local laws and regulations.
2. By participating in this Competition, each entrant agrees to be legally bound by these official contest entry rules, including the Pitch Competition Guide 2018.
3. Sheridan reserves its right to cancel, terminate, modify, amend, extend, or suspend the Competition.
4. Employees, representatives, and agents of Sheridan, as well as anyone domiciled with or related to such employees, representatives or agents, and the Competition judges, are not eligible to enter, or otherwise, to participate in this Competition.
5. To be considered an eligible entry, Sheridan reserves the right to vet entries based on consistency with Sheridan's policies and procedures.
6. The Competition winners are solely responsible for payment of any applicable taxes and reporting any taxable income associated with winning the Competition. The prizes cannot be substituted or transferred to a third party and cannot be exchanged for cash value. However, Sheridan may in its discretion, substitute the prizes for another prize which is, in its opinion, of equal or greater value. Any additional costs not described in these rules as part of the prize that are incurred in collecting and/or using the prize are the prize winners' responsibility.
7. Sheridan shall not be liable for the failure of any contest submission or entry to be received by Sheridan for any reason, including, but not limited to technical problems, traffic congestion, or any other issues.
8. Sheridan shall not be liable for any injury or damage to a contestant's, or any other person's computer related to or resulting from participating in the Competition.
9. Termination of Competition: Sheridan reserves the right, in its sole and absolute discretion, to void any entry and/or withdraw, suspend, amend, or terminate this Competition in whole or in part (or to amend these rules) in any way at any time without prior notice (but subject to applicable law), in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of Sheridan that in Sheridan's sole discretion determines, interferes with the proper conduct of this Competition as contemplated by these rules, or in the event of any accident, printing, administrative, or other error of any kind, or for any other reason. Any attempt to deliberately damage any website or to undermine the legitimate operation of the Competition is a violation of criminal and civil laws and should such attempt be made, the person will be

UNLOCK YOUR BIG IDEA PITCH COMPETITION

automatically disqualified and Sheridan reserves the right to seek remedies and damages to the fullest extent permitted by law. Sheridan reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or time frames stipulated in these rules, to the extent necessary, for the purposes of verifying compliance by any entry with these rules, or as a result of technical problems, or in light of any other circumstances, which in the opinion of Sheridan, in its sole and absolute discretion, affect the proper administration of the Competition as contemplated in these rules.

10. Personal Information: By entering this Contest, each contestant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy <https://www.sheridancollege.ca/privacy-legal.aspx> unless the contestant otherwise specifies by giving the Sponsor notice in writing.

MORE INFORMATION

This competition is administered by The Sheridan College Institute of Technology and Advanced Learning. Any questions, comments or complaints regarding the competition should be directed to:

Email: entrepreneurs@sheridancollege.ca

Phone: (905) 845-9430 ext. 8291

Web: uybi2018.sheridancollege.ca

Twitter: @UYBIpitch

Unlock Your Big Idea is brought to you by the Ontario Network of Entrepreneurs **Partners in Peel:**



Sheridan

