

Dobson Practicum

2021-2022 will continue to be held virtually with the possibility that some activities may be held in person



Pictured above (left to right): Ronald Abaira (Dobson Practicum), Cameron Fortin (Dobson Foundation), Alexander Shevchenko and Nicolas MacBeth (SOBERAI, first place winners 2019), Danielle Ker (Dobson Practicum)

\$EED Competition Guidelines 2021-2022

Funded by the John Dobson Foundation and organized by the Management Department at the John Molson School of Business, the Dobson Practicum is an out-of-class learning program that encourages Concordia student and recent graduate entrepreneurs. The objectives of the Dobson Practicum are threefold: 1) to provide a hands-on learning experience; 2) to help entrepreneurs develop their networks and support systems; and 3) to provide start-up resources.



Mentorship

Entrepreneurs in the Dobson Practicum will have access to the program's mentors. Mentors are there to guide the entrepreneurs as they refine their business idea, building their business plan and pitch presentation for the \$EED competition



\$EED Competition

Selected entrepreneurs from the Dobson Practicum will have the opportunity to submit their business plan and pitch their idea at the annual \$EED Competition for a part of \$10,000 in prize money. The pitch and plan will be judged by prominent members of the Montreal business community, including business leaders, investors and bankers.

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Virtual Rocket Pitches

- Concordia students and recent graduates can sign up online to submit a video pitch starting in November 2021
- Entrepreneurs should prepare a 5 minute video presentation about their business idea and be prepared for a 5-10 minute zoom Q&A (requirements on page 5)
- Entrepreneurs are required to submit a 1-page outline of their business idea (requirements on page 5)

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Semi-Finalists

- The top 20 entrepreneurs will be selected from the Rocket pitches and will be paired with a mentor
- Entrepreneurs will work with their mentors on their business idea and prepare a progress presentation for the chance to compete in the \$EED Competition

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Finalists

- The top 10-12 entrepreneurs will be selected based on the improvement of their business idea
- Entrepreneurs will continue to work with their mentors and improve their business plan and pitch
- Finalists have the opportunity to pitch at the Virtual \$EED Competition on April 8, 2022 for a chance to win part of \$10,000 in start-up capital

2022	January		
	February	<ul style="list-style-type: none"> February 6th: Video pitch submissions due February 8th: Virtual Q&A February 9th: Semi-finalists announced 	Due Date
	March	<ul style="list-style-type: none"> March 9, 2022: Progress update due March 11, 2022: \$EED Finalists Announced March 30, 2022: Pitch feedback submissions due* 	Due Date
	April	<ul style="list-style-type: none"> April 5, 2022: Business plans and virtual pitches due April 8, 2022: \$EED Competition (10am-2pm); Winners announced at 3pm via Zoom 	Due Date

*feedback submissions are optional but highly recommended

Entrepreneurs

At least one member of the team must be a registered Concordia student, or a recent graduate (within the 2020 or 2021 calendar years). Any prize money won will be awarded to the Concordia student who is the official entry into the competition. This competition is open to entrepreneurs in the idea/concept stage, those who have started working on the idea and even those who already have revenues.

Video Rocket Pitch

Pitches should be no longer than 5-minutes in length and provide high-level information on the following areas:

- Concept overview and current stage of the idea/business
- Entrepreneur and/or team members and what they bring to the business
- Value proposition: what problem/need do you satisfy?
- Target customer segment(s) & market opportunity
- Competitors: who are your main competitors
- Revenue generation: how will you make money?

Don't go into the nitty-gritty details here. The judges are looking to see that you have put some thought and research into your idea beyond the initial concept.

1-Page Business Outline - Submitted with Rocket Pitch

Entrepreneurs will be asked to submit a 1-page outline of their business idea with their video Rocket Pitch. The outline should be no more than 1 page typed, 1.5 spacing, 10-point font minimum and 1-inch margins. Bullet points are acceptable. The outline should provide information on the following areas:

- Concept overview and current stage of the idea/business
- Entrepreneur and/or team members and what they bring to the business
- Value proposition: what problem/need do you satisfy?
- Target customer segment(s) & market opportunity
- Competitors: who are your main competitors?
- Revenue generation: how will you make money?

SEND YOUR SUBMISSIONS TO danielle.ker@concordia.ca. Video pitches can be sent in .mp4 format or a direct link to view the video on a platform of your choice. Business outlines should be submitted in .pdf format.

Virtual Q&A

Once your submission is received, you will be sent information for your virtual Q&A timeslot, which will take place during the first week of February. Entrepreneurs should be prepared for approximately 10 minutes of Q&A.

Semi-Finalists

Up to 20 Entrepreneurs will be selected and notified by February 9, 2022. Semi-finalists will receive mentorship assistance as they refine their idea, prepare their business plan and final pitch presentation. Semi-finalists must commit to meet with their mentor at least once per week.

Progress updates

Semi-finalists will be asked to submit a 1-page progress update including bullet points on the following topics:

- Any updates to the business model or concept if applicable
- What have you done with your mentor so far / status of the business and business plan
- What you plan to work on with your mentor in the coming month \$EED (ie. business plan, research etc.)

Finalist Submissions

10-12 finalists will be selected and notified by March 11, 2022. Finalists will continue to meet with their mentors weekly and work on their final business plan. Finalists will be given the opportunity to submit their final video pitch by March 30, 2022 by 5pm for feedback from the mentors. Feedback will be provided by email on or before April 2, 2022 to allow finalists enough time to incorporate the feedback in their final video pitches.

Finalists are required to submit a final 5-minute video pitch along with their business plan by April 5, 2022 at 5pm. \$EED judges will be given the business plans and video presentations on April 6, 2022.

(See pages 7 & 8 for a detail description of what should be included in the business plan)

\$EED Competition - Final Pitch Presentations – APRIL 8, 2022

Finalists will be selected to present in a random order between 10am-2pm and will be notified of the presentation order by April 7, 2022.

The final \$EED competition will take place via Zoom. Entrepreneurs should be prepared to give a 3-minute recap of their idea to the judges and other attendees (the competition continues to be open to the public) followed by 15 minutes of Q&A. Only the official \$EED judges may ask questions to the finalists.

The winners will be announced via Zoom following the competition, on April 8, 2022 at 3pm.

Example live presentation format:

- 3 minutes presentation (timed)
- 15 minutes Q & A (timed)
- Sample presentation format will be provided closer to the final competition

Business Plan – DUE at 5pm APRIL 5, 2022 BY EMAIL to danielle.ker@concordia.ca

The business plan should be no more than 5 pages (excluding the cover sheet, summary page, financial statements and appendices). The plan can include up to 5 pages of appendices if needed. The document should be typed, 1.5 spacing, 10-point font minimum and 1-inch margins. Bullet points are acceptable where appropriate. The business plan should include the following, *as applicable to the business concept*:

1. Title page / Cover sheet
 - Business name and logo;
 - Names of team members and Concordia student ID#s (at least one member)
2. Summary page
 - Complete the page provided in this document (page 8)
3. Concept / Business model
 - What is the opportunity, need or problem you've identified?
 - How does your product or service meet the opportunity/need/solve the problem?
 - How is it unique vs. competitors
 - What is the current development stage of the business/product?
4. Management Team
 - List team members, describe them as entrepreneurs and identify their main area(s) of expertise;
 - Does your team have all the skills needed to run the business?
5. Execution Strategy
 - Marketing
 - Operations (could include; facilities and equipment required, timeline)
 - HR requirements
6. Financial plan and statements
 - Startup funds required
 - Describe how you would use funding from this competition, estimate \$5,000
 - List of main assumptions
 - 3- years of forecasted income statements
 - Break-even analysis
7. Appendices, could include the following:
 - Bios of main team members
 - Illustrations of prototypes, mock-ups etc.

Submission Requirements

Business Plans must be submitted along with the final video pitch by email to danielle.ker@concordia.ca by 5pm on April 5, 2022 **in PDF format**, including all financial statements. Business Plans must be submitted in order to compete in the \$EED Competition.

Business Name	
Team Members	
Business Description (public description):	
How the Dobson \$EED money will be used:	

Competition Coordinator

Ronald J. Abaira: ronald.abaira@concordia.ca

Marketing & Strategy Director

Danielle Ker: danielle.ker@concordia.ca

All competition submissions should be sent to Danielle Ker.