



ENTREPRENEURIAT
ÉTUDES

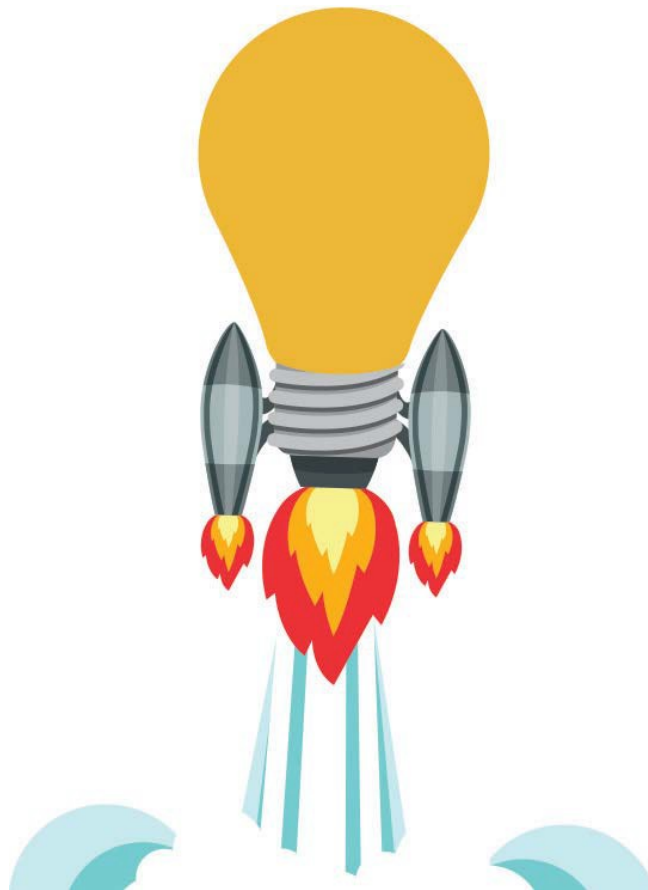


CEGEP CHAMPLAIN
ST. LAWRENCE
CHAMPLAIN REGIONAL COLLEGE

Contest LAUNCH YOUR BUSINESS IDEA!

In collaboration with Cégep Limoilou Entrepreneuriat Études

Rules and Presentation Document



Eligibility

- ❖ All students who are part of the Champlain-St. Lawrence community are eligible to participate in the contest. The contest organisers reserve the right to validate the status of the participant's registration to the college.
- ❖ To be eligible, your business idea must not be registered in any government registry nor be in the process of being registered and must not have performed any commercial transactions, sales or any other type of commercial activity.

How to participate

- ❖ One submission per student allowed. **(The project or idea can be presented alone or as a group)**
- ❖ All submissions must be sent to kbrassard@slc.qc.ca no later than October 30th 2017,

Project evaluation

- ❖ The candidates will be required to pitch their idea in front of a jury of entrepreneurs and professionals determined by Kickstart SLC and Champlain-St.Lawrence.
- ❖ Students will have 2 minutes to pitch their idea. The jury will then make use of a 20-minute period to give feedback and discuss the idea with the candidates.
- ❖ All candidates will be informed of the time and date to present. **The pitch will take place Thursday, November 9** (time and room to be confirmed).
- ❖ **Prizes for the winners will be distributed and presented in the following week.**

Prizes

- ❖ Prizes in the form of bursaries and/or services for the best pitch and best business idea.
- ❖ A chance to participate in the inter-collegiate activity.

Inter-collegiate activity

- ❖ **A special networking evening will take place November 22nd, at 18h** « *Les tables rondes entrepreneuriales* » with the winners of each participating Cegep. This will include Special guests, prizes and a chance to meet other passionate student entrepreneurs, all united in one entertaining event!
- ❖ **Participating Cegeps** : Cegep Limoilou, Champlain-St. Lawrence, Cegep Garneau and Cegep Merici.

Confidentiality

- ❖ Champlain-St. Lawrence is committed to respect the confidentiality of all business projects submitted to this contest. However, the college reserves the right to use the names of the recipients and a brief description of their project when distributing prizes

Presentation of your business idea

Your business activity should be submitted as a document and should not exceed **two (2) pages (8,5 x 11 inches (Letter US), single spaced and using 'Arial' 11 points font**. You must make sure that all the information elements listed below are included and clearly expressed. **You do not need to submit a cover page.**

Your submission document must include the following elements. Please respect the order in which the parts are presented. For informational purposes, each element could represent one paragraph.

- **Title of the idea or business project**
Provide a title for your project (French or English).
- **Summary of your project**
Where does your idea come from and what need does it fulfill? If you are in a team, how was it created (if applicable)?
- **Description of your target market**
Describe your target market by giving as much detail as possible.
- **Presentation of the promoter**
Present a short description of your competencies (training, experience, implication, etc.), in particular those linked to your idea and business project. Demonstrate your credibility as the future leader in your project.
- **Innovative aspects of your idea or project**
Describe what makes your product interesting or innovating. How does your project or idea differ from the rest?

Support in Entrepreneurship

Those who will be participating in this contest will have the chance to meet our mentors and coaches through the Kickstart SLC services to help in preparing your document and pitch. We recommend that you contact us as quickly as possible to set up meetings and be informed of the different workshops available.

Additional information

For more information about the contest or other entrepreneurial initiative at Champlain-St. Lawrence, please contact Karina Brassard by MIO or at kbrassard@slc.qc.ca