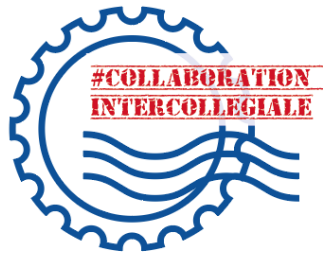




St. Lawrence

CEGEP CHAMPLAIN

Propulse ton idée



In Collaboration with :



Our partners :



1. Eligibility

- 1.1. 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.
- 1.2. 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.

2. How to participate

- 2.1. One submission per student allowed. **(The project or idea can be presented alone or as a group).**
- 2.2. The student or team will need to choose the appropriate category, either a business project or a project with a social impact component. Only one category may apply for the same project.
- 2.3. All Submissions must be sent to kbrassard@slc.qc.ca no later than **October 26 2018, at 16h30,**
- 2.4. Candidates are invited to attend the workshop "L'art du pitch", which will take place at the CEGEP Limoilou, October 23, 2019.

3. Project evaluation

- 3.1. 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.
- 3.2. Students will have a maximum of 5 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.
- 3.3. All candidates will be informed of the time and date to present. **The pitch will take place Tuesday, November 5, 2019** (time and room to be confirmed).
- 3.4. Prizes for the winners will be distributed and presented in the following week.

4. Prizes

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

5. Intercollegiate activity

- 5.1. **November 20th at 6:30 pm at l'espace Le CAMP**, a special networking event will take place. Special guests, activities and a chance to win up to \$5,000 in prizes.
- 5.2. **This creative evening promises to be highly exciting!** The student or team representing each college will present his business idea in a very original way! A new panel and the collaboration of the public will determine a grand champion who will successfully raise to the challenge!

- 5.3. To add to the experience, students who have submitted a proposal will be invited to attend the *Matinee Entrepreneuriale*, a special morning workshop that will take place at the *Grand Chien* Saturday, November 23, 2019. Students will receive a workshop on how to promote their idea (and themselves!) by creating their own scenarios and promotional video in link with the project presented for the contest.

6. Presentation of your business idea

- 6.1. 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.**
- 6.2. 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?
 - **Social responsibility impact of the project (to complete only for those who wish to submit an idea for this category)**
What are the social, economic and/or environmental aspects of your business model?
- 6.3. **Leaderboard:** a leaderboard will be launched on Facebook the week before the regional final. The public will be invited to vote on their favorite project. To ensure that your project is well presented on the leaderboard, you will need to submit the following documents by e-mail (kbrassard@slc.qc.ca)
- **Short description of your project**
Your description can include a maximum of 140 characters.
 - **An image representing your project**
Include an image free of any intellectual property rights or a logo of your business project?

7. Confidentiality

- 7.1. 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

8. Support in Entrepreneurship

- 8.1. 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.

9. Additional Information

- 9.1. 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

Concours intercollégial Critères d'évaluation



**PROPULSE
L'IDÉE
D'AFFAIRES**

Les critères d'évaluation des projets sont les suivants :

- Potentiel commercial (30 %)
- Réalisme et faisabilité (35 %)
- Caractère innovateur (20 %)
- Qualité de la présentation (10 %)
- Appréciation personnelle du jury (5 %)

Le **potentiel commercial** comprend notamment l'identification claire d'un besoin à combler, l'identification claire d'un marché, la démonstration que les produits, les services ou l'événement répondent bien au besoin identifié.

Le **réalisme et la faisabilité** réfère en quoi votre idée peut se réaliser et en quoi vous avez la personnalité et les compétences pour la réalisation de votre projet.

Le **caractère innovateur** reflète la valeur créative du projet et sa capacité de se démarquer. L'idée présente-t-elle un nouveau produit ou service ? Suggère-t-elle de nouvelles façons de faire ?

La **qualité de la présentation** traduit la clarté des idées exprimées, la qualité de la synthèse et de la vulgarisation ainsi que la qualité de la langue. **Pour les candidates du CEGEP Champlain - St. Lawrence, la présentation sera effectuée en anglais.** Ce critère ne repose pas sur les éléments esthétiques qui peuvent apparaître dans un dossier (images, typo ou autre).

L'**appréciation personnelle** du jury permet de quantifier le sentiment favorable généré par un projet auprès des membres du jury. Selon les personnes, ce sentiment pourrait découler, par exemple, de l'aspect innovateur, d'une niche de marché exceptionnelle ou d'une grande rigueur dans la présentation du projet.

Pour plus d'informations contactez Karina Brassard
par courriel à kbrassard@slc.qc.ca

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