

Vanier "Cheetah's Den" Business Pitch Contest 2010.

Contest Eligibility:

1. All participants must be students currently enrolled at Vanier College.

How to enter the contest.

1. Submit a 1-page type-written pitch. Your written pitch should contain the following:
 - a. Explain what need your company fills /will fill: identify a consumer problem.
 - b. Describe your product or service
 - c. Explain how you are different from the competition/special and how you solve the consumers' problem.
 - d. Explain who will buy your product (your target market).
 - e. Explain how you will make money, and indicate what you estimate your revenues, costs, and profits will be for the first 3 years.
 - f. Explain how you will market your product or service.
 - g. Explain how you plan to finance your business: what financial "deal" are you looking for?
 - h. A title page that identifies the name of your company and each team members' name, program in which he/she is enrolled and contact information (e-mail addresses and at least one telephone number.)

Contest rules

1. All participants must be eligible.
2. Meet the submission deadlines.
3. Pitch a business idea or an existing business start-up company (defined as a business that is pre-launch or has been in operation for less than 24 months) of your own creation.
4. The business pitch is limited to 10 minutes in length. PowerPoint and other visual aids are permitted.
5. Judges will have the opportunity to ask participants questions at the end of their presentations. Participant responses will be limited to 1 minute per question.
6. The Organizers reserve the right to update the Rules of the Contest at any time and will do their best to keep participants informed of any changes.

Judging and the Judging Panel

- The Judging Panel will be composed of three or four individuals that regularly work with entrepreneurs and that are independent of the Organizers
- The Judging Panel reserves the right to make all final and binding decisions with respect to all aspects of the Contest, and the participants agree to be bound by all decisions of the Judging Panel. The Judging Panel's selections are final and are not subject to any review.
- The Judging Panel reserves the right to disqualify any participant/team if it is determined that the participant/team has submitted false information or has plagiarised.

Awards

Three cash prizes will be awarded to the top three pitch teams selected by the Judging Panel.

First place	T.B.A
Second place	T.B.A
Third place	T.B.A

A People's Choice Award chosen by the audience and selected by ballot.

All participants will receive a participation award.

Important contest dates

Date	
February 15	Submission of 1-page type-written pitch
February 24	Prep-Round: 5 presentation with slides
April 14, noon to 1:30 pm	Finalists for the pitch contest make their pitches

Submissions are to be delivered by hand to A. Gates in N 281 by noon on the dates indicated.

For More Information please contact A.Gates at 514 744 7500 ext 7225