

## 2020 InVentureSASK Business Plan Competition

Let your brilliance shine in the inaugural InVentureSASK Business Plan Competition. InVentureSASK is an exciting opportunity for University of Saskatchewan students to submit a business plan and pitch a venture in front of experienced entrepreneurs, potential investors and the Saskatoon business community. The competition is organized by the Edwards School of Business and the winning team will receive a grand prize of \$10,000. The competition also includes prizes for 2<sup>nd</sup> and 3<sup>rd</sup> placed teams.

For complete information on eligibility rules and submission requirements, please visit <http://www.edwards.usask.ca/entrepreneur>.

### Eligibility

- Team sizes may range from 1-4 members. 50% of each team must be made up of University of Saskatchewan students (either as undergraduate or graduate students) or recent USask graduates (graduated within the past 12 months – Spring/Fall 2019 Convocation).
- You do not have to be an Edwards School of Business student to compete, as long as you are enrolled at the University of Saskatchewan.
- Proof of enrollment is required.
- Individual students may enter.
- Must be a new start-up concept or new business with less than five years of operations.
- The business cannot have already have received funding or financing in excess of 50% of its budgeted startup costs.

### Submission rules

Submissions are due by February 19, 2020, at 11:59PM. Submissions must be submitted electronically in pdf format and include a business plan with an executive summary. Late submissions will not be accepted.

Executive Summary Component:

- Must be 11pt font, single space, standard margins
- Must not exceed 3 pages

### Business plan submission guidelines

Depending on your specific business and stage of development, things to consider including are:

- *Introductory section, including:*
  - *Summary of the Business Idea:* Provide a clear & concise explanation of what your business idea is, including products and services as well as any proprietary technology or other unique features. If applicable, include information on the company's history so far, or how you came up with the idea.
  - *Overall industry and market analysis to show the need for the business and/or its likely viability*
- *Operations Plan, including:*

- *Risk Analysis:* Show that you are aware of the potential risks and have thought about how to deal with or eliminate them.
- What are the next steps that your business will be taking? Do certain projects need to be completed before you can generate revenue? List them here along with a plan for getting them done.
- *Human Resources Plan, including:*
  - *Organizational Structure & Management:* Explain your organizational structure, including the roles and skills/expertise of each individual on your team. What makes you uniquely suited to make this business a success?
- *Marketing Plan:* Prove that you know how to generate revenue for your business.
  - *Industry and Market Analysis:* What is the demand for your product/service? How do you know? Discuss the size of your market and who your competitors are.
  - Marketing strategies, including the 4 P's: Product, Place, Price, and Promotion.
- *Financial Plan:* Provide a realistic overview of initial start-up costs and how you plan to cover them. How much will you be personally investing in yourself (financially- not sweat equity). It would be helpful to also offer a realistic estimate of when you will break even and start generating profits.
- *Appendices (optional).*

### **Application process**

You must register your team by February 19, 2020 by emailing your completed business plan to [inventuresk@share.usask.ca](mailto:inventuresk@share.usask.ca).

Teams chosen for the competition will be notified and receive instructions for the initial round of pitches taking place on February 28, 2020.

### **Important dates**

15 teams will compete in the preliminary round of pitches.

February 7, 2020	Early bird deadline to submit business plan
February 19, 2020	Final deadline to submit business plan
February 20-27, 2020	Review and selection of 15 business plans for the initial pitch presentations
February 28, 2020	Initial pitch and six finalists selected for finale event at Prairieland Park
March 2-13, 2020	Business plan and pitch coaching for finalists
March 18, 2020	Business planning competition finale at Prairieland Park

The final 5 teams will compete on stage in front of the gala crowd on March 18, 2020. Each team will have 5 minutes to present followed by 5 minutes of questions.

**Pitches and gala – *details coming soon!***

## **Confidentiality and disclosure**

InVentureSASK honors the confidentiality of all participants' business concepts and plans. Written submissions will not be copied for any purposes other than use in InVentureSASK. The judges also recognize the sensitivity of the materials being presented.

### *University Claims on Student-developed Technology*

Students at the University of Saskatchewan who develop new technologies and/or new ventures while enrolled at the University should be aware that the University typically does not have a claim on the intellectual property of the student's technology or venture unless one of the following applies:

- The student has worked with compensation under the direct supervision of a faculty member or researcher whose costs are being borne at least in part by the University
- The student has worked under a research grant or other research sponsorship
- The student is commercializing a technology or discovery that was made by a faculty member or other University researcher
- The student has engaged services of a University department and has agreed otherwise as a condition of receiving such services
- Any advice from faculty members and other resources at the University does not result in an intellectual property claim.

In situations with more complex intellectual property concerns, the University's intellectual property management office can help navigate issues on a case-by-case basis.

**Submit your business plan to [inventuresk@share.usask.ca](mailto:inventuresk@share.usask.ca).**