

2016 MCGILL DOBSON CUP GUIDELINES



PROUDLY PRESENTS THE



MORE THAN \$100,000 IN CASH & SERVICES

POWERED BY



GENERAL OVERVIEW

The McGill Dobson Cup Start-UP Competition (MDC) is McGill's flagship start-up competition that enables budding entrepreneurs to compete for more than \$100,000 in cash and other prizes. MDC teams will also benefit from the opportunity to present their ideas to a panel of world-class entrepreneurs who will offer guidance on how to move their ideas forward. The MDC begins with an electronic written application and culminates in two rounds of live pitching and judging.

In 2015, over 700 founders registered to participate and more than \$100,000 in cash and other prizes were given out to 14 teams across 3 tracks.

The MDC has helped create over 130 companies that continue to employ more than 650 people, and have raised over 40 x the seed funding we provided.



ELIGIBILITY & GENERAL REQUIREMENTS

TEAM STRUCTURE

In order to be eligible to apply to the MDC, at least one founder of the team must have a McGill affiliation, meaning any of the following:

- enrolled in an undergraduate program;
- enrolled in a graduate program;
- staff, faculty or postdoctoral position;
- McGill alumni*

*If the sole McGill affiliation on a team is a McGill alumni, they must have graduated no later than January 2011.

TEAM SIZE

1. The maximum number of team members allowed to present for the MDC is five, though there is no restriction on the total size of the company.
2. Only these five team members can register for the competition and pitch.
3. Advisors and mentors are encouraged to attend the pitch sessions.

COMPANY OWNERSHIP

1. McGill affiliated team members are expected to also own equity in the company. It is anticipated that McGill affiliated team members on the competing/presenting team should own at least 20% of the equity that is allocated to the management team OR at least 10% total equity. **In the case that an equity split has not yet been made, this rule does not apply.** For teams without an equity split, the Dobson Centre for Entrepreneurship suggests all McGill affiliated team members seek to own at least 20% of the company they enter into the MDC. One objective of this rule is to exclude teams who solicit the help of McGill affiliated individuals and give little or no equity for writing their start-up plan and/or allowing teams to meet eligibility requirements.
2. A team is ineligible if they have raised more than \$100,000 for their company from sources other than friends and family.

TEAMS WHO HAVE PREVIOUSLY ENTERED THE MDC

A team cannot compete in two consecutive MDC's with the same idea, **unless very significant progress & development from the previous year** can be demonstrated. Teams who have won prize money at the MDC are not allowed to enter in subsequent years.

GENERAL NOTICES

ALL MATERIAL AND INFORMATION SUBMITTED IN RELATION TO THE MCGILL DOBSON CUP START-UP COMPETITION SHOULD BE NON-CONFIDENTIAL IN NATURE AND YOU HEREBY AGREE THAT YOUR INFORMATION MAY BE MADE AVAILABLE TO THE PUBLIC.

THE MCGILL DOBSON CUP START-UP COMPETITION ASSUMES NO RESPONSIBILITY TO PROTECT INTELLECTUAL PROPERTY RIGHTS ISSUES THAT MAY ARISE. IT IS THE INDIVIDUAL TEAM'S RESPONSIBILITY TO PROTECT THEIR INTELLECTUAL PROPERTY. ALSO, IT IS THE INDIVIDUAL TEAM'S RESPONSIBILITY TO ENSURE THAT THERE IS NO VIOLATION OF INTELLECTUAL PROPERTY RIGHTS BELONGING TO THIRD PARTIES.

- The MDC is open to teams that are less than two years old as of January 2016.
- The MDC does not take any equity in your company.
- If it is discovered that misleading or falsified personal, company, or other information has been submitted to the MDC, the Dobson Centre for Entrepreneurship reserves the right to disqualify the whole team from the MDC at any point in time and without any warning.
- All team members must read and agree to the terms and conditions outlined in this document "2016 MDC Competition Details & Overview" in order to be eligible to enter the MDC.
- All requirements outlined in this document must be met in order to participate in the MDC. Failure to comply may lead to disqualification at the discretion of the MDC organizing team.

RESPECT OUR DEADLINES

- It is highly recommended that a team submit their start-up plan at least 24 hours before the deadline date of **3p.m. EST, February 1, 2016**.
- Start-up plans will NOT be accepted after the specified deadlines.
- The first start-up plan received from each team at the deadline for each phase is the one that will be evaluated. No team can submit a revised or updated start-up plan once a first start-up plan has been submitted.
- If any portion of a start-up plan is received after 3:00p.m. EST on the final day of registration, the MDC reserves the right to deny entry into the competition.

ADMINISTRATION

- Page number limitations should not be exceeded, as those start-up plans will not be considered.
- Prize money will be divided equally amongst the team members. (For example: if a team wins \$10,000 and there are 4 team members, each will receive \$2,500 - no exceptions are made)
- **No confidentiality agreements (NDA's) will be signed by anyone acting as judge-mentor or working for the MDC organizing team.** All information disclosed in start-up plans and pitches is considered public information.
- **Upon entering the MDC, teams are expected to be available for all competition dates as outlined in the Key Dates section, including the Awards Ceremony.**

- The decisions of the judges are final and the enforcement of the rules of the competition is solely at the discretion of the judges and the Dobson Centre for Entrepreneurship.
- By submitting a start-up plan to the MDC, teams agree that their information can be stored on McGill servers, Google servers, as well as other electronic storage spaces and devices.
- As of January 2016, prize money will be considered as taxable income.

MODEL RELEASE

In exchange for allowing you to enter the MDC, you hereby:

- grant us the right to film, tape, sound record and/or photograph specific activities in connection with the MDC and (if applicable) any prizes provided. However, you will be made aware of any filming or photographs to be taken of your team, if you do not want the MDC to film, tape, sound record and/or photograph your team, the MDC will respect your wishes.
- agree that we may use your, name and/or likeness, voice, photographs and/or video footage of you, biographical information provided by you and/or any statement made by you concerning the MDC and/or the prize(s) in connection with publicizing the MDC.
- each team member will be asked sign a Model Release Form giving their consent to the above.

DEFINITION OF MDC TRACKS

INNOVATION DRIVEN ENTERPRISE (IDE) TRACK - DEFINITION

Innovation-Driven Enterprise (IDE) Track start-ups endeavour to service markets that are non-local (global or regional). They generally build their business upon a technology, science or idea that will give them a significant or radically disruptive advantage compared to their peers. More time and capital is generally required versus SME enterprises, as exponential growth is sought to eventually serve global markets.

SMALL & MEDIUM ENTERPRISE (SME) TRACK - DEFINITION

The Small & Medium Enterprise (SME) Track is for those start-ups that likely are started by an individual or group to serve a local market. Size may vary and SME entrepreneurs are those that may value personal independence, cash-flow and lifestyle over exponential growth. The jobs that they create are generally non-tradable meaning that they cannot be outsourced. A distinct feature of an SME start-up is that they mainly focus on local markets.

HEALTH SCIENCES (HS) TRACK - DEFINITION

Start-ups in the Health Sciences (HS) track build primarily on research and technology in the basic sciences of biology, chemistry, and physics as well as a variety of multidisciplinary fields to improve health, prevent and cure diseases, and understand how humans and animals function. It focuses on the design and evaluation of medical, technological, behavioral and organizational interventions as well as the application of that knowledge to improve health and patient centered health care, and to ultimately improve the quality of life.

SOCIAL ENTERPRISE (SE) TRACK – DEFINITION

A Social Enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well being, rather than maximizing profits for external shareholders. Social enterprises differ in that they do not aim to offer any benefit to their investors, except where they believe that doing so will ultimately further their capacity to realize their social and environmental goals. Social enterprises can take many forms, for-profit, non-profit or a hybrid.

KEY DATES

WRITE (Phase 1)

Five-page start-up start-up plans accepted **January 7 - February 1, 2016**. The online registration form can be found at www.mcgill.ca/Dobson-Cup

Teams moving on to the pitch phase of the competition will be notified by **February 22**.

PITCH (Phase 2)

Qualifying teams from the write phase will be chosen by the MDC organizing team and judges. A maximum of 50 teams per track will pitch their start-up ideas to a panel of judge-mentors (format is 10 minute presentation, 15 minute Q&A with feedback and mentorship). All decisions are at the discretion of the judges and are final.

- Pitch SE track - **March 14**
- Pitch SME track - **March 15**
- Pitch HS track - **March 16**
- Pitch IDE track - **March 17**
- MDC Keynote and Meet & Greet (all teams are invited) - **March 18**

Teams moving on to the final phase of the MDC will be notified on **March 23**.

FINAL (Phase 3)

Qualifying teams from the Pitch phase will advance to the finals. A maximum of 10 teams per track will submit a second refined start-up plan and pitch their start-up ideas to a panel of judge-mentors (format is 10 minute presentation, 15 minute Q&A with feedback and mentorship). All decisions are at the discretion of the judges and are final.

- Final start-up plan due on **April 20**
- Pitch SE track & HS track - **May 4**
- Pitch SME track & IDE track - **May 5**

AWARDS CEREMONY – May 12

All teams who participated in the MDC are invited to join us for the Awards Ceremony. All prize recipients are expected to be present and give a two-minute pitch for a public audience.

RESOURCES TO HELP TEAMS SUCCEED

- Start-UP Plan Writing Workshop – **January 12**
- Start-UP Financials Workshop – **January 14**
- McGill Start-UP Boot Camp – **January 23**
- Presentation Skills Workshop – **February 25**
- Several start-up resources can be found on the website startupstash.com
- Do you currently have, or have you spoken with a mentor about your business? If not, feel free to book time with mentors from the Dobson Centre: dobsoncentre.youcanbook.me

For more details on programming to support ventures visit the events section of the Dobson Centre's Facebook page: www.facebook.com/DobsonCentre.

JUDGING CRITERIA

Judging will focus on the categories outlined in the “GUIDELINES FOR START-UP PLAN” section. For the write phase, judges will also look at the feasibility, growth potential, and innovation, as presented by the teams. Specifically for the SE track, social impact is also assessed.

GUIDELINES for START-UP PLAN

IDE, SME AND HS START-UP PLAN

The start-up plan must be rigorous. It should be prepared with an outside audience in mind, such as an angel investor or venture capitalist. Numbers and facts should be used to back up your claims. Technical descriptions should be accurate and concise. Credibility and viability are key components of a start-up plan.

To help us streamline the evaluation, feedback and mentorship process, please ensure that your start-up plan is divided into the sections listed below. The following eight sections **MUST** be discussed in this order, though all suggested points do not need to be addressed. Note that your start-up plan must **ONLY** include these headings (a section for appendix and works cited can be added if necessary), information outside these headings will not be weighted appropriately in the evaluation and could hinder your chances of moving on to subsequent phases of the competition.

1. Concept

- What exactly is the product or service?
- What pain points do you eliminate?
- What are the problems & needs of the market, solution, and opportunity proposed?
- Lead with the most compelling summary of your idea and be direct and specific.
- Is it unique? What are the main benefits?
- What is the current status of your offering?

2. Customers/Beneficiaries

- Who are the potential customers of your company?
- What is the size of the addressable market?

- Why will your customers buy?
3. Marketing
 - How will you reach your target customers?
 - How will you advertise and/or distribute?
 - What is your beachhead market?
 - How are you going to acquire your first customer?
 4. Competition
 - Who are the main competitors of your company?
 - What is your main advantage compared to your competitors?
 - Why has this not been done before or what is different about your product compared to industry standard? What do customers use now instead of your product or service?
 - What stops others from copying you?
 5. Business and Financial Model
 - What is the proposed business model and how is your company going to make money?
 - Who will be your paying customers?
 - Is there evidence they will buy the product or use your service?
 - What are the high-level projections for revenue and costs?
 - How much money do you need, when, and what for?
 - When will your company be cash flow positive?
 6. Risk factors
 - What are one or two major risks that can influence your company?
 - How would you react if these risks occurred?
 7. Team Composition
 - List team members and their main area of expertise.
 - Does your team have all the skills needed to run the company?
 - Why are you doing this?
 - What is your track record of success?
 - Why will you succeed?
 8. Other Considerations
 - What (if any) partnership opportunities can you leverage?
 - Any company requires a significant amount of “huddle” by talking to real customers. Tell us how many potential customers your team has spoken with? What was their feedback? If your company is in a two-sided market place, tell us about feedback you received from both sides.
 - Likelihood that you will actually proceed with this project, full time?
 - What are the key next steps?

SE START-UP PLAN

The start-up plan must be rigorous. It should be prepared with an outside audience in mind, such as an angel investor or venture capitalist. Numbers and facts should be used to back up your claims. Technical descriptions should be accurate and concise. Credibility and viability are key components of a start-up plan.

To help us streamline the evaluation, feedback and mentorship process, please ensure that your start-up plan is divided into the sections listed below. The following nine sections **MUST** be discussed in this order, though all suggested points do not need to be addressed. Note that your start-up plan must **ONLY** include these headings (a section for appendix and works cited can be added if necessary), information outside these headings will not be weighted appropriately in the evaluation and could hinder your chances of moving on to subsequent phases of the competition.

1. Concept

- What social issue does your SE address?
- What pain points do you eliminate?
- What specific product(s), service(s) or intervention(s) will your SE offer to address this social issue?
- What is your Theory of Change?
- How will you measure success?
- Why is your team inspired by your SE?

2. Customers/Beneficiaries

- Who are the target customers and/or beneficiaries of your SE?
- What is the size of the market? Why and how will your customers buy your product(s) and/or use your service?
- Have you leveraged design thinking (or human centred-design) to develop your SE? If so, how?

3. Marketing

- How will/did you acquire your first customer/beneficiary?
- How will you reach a larger target audience of customers/beneficiaries?
- What is your media and communications plan?

4. Competition

- Who are the main competitors of your SE?
- What is your main advantage compared to your competitors?
- Why has this not been done before or what is different about your product compared to industry standard? What do customers use now instead of your product or service?
- What stops others from copying you?

5. Business and Financial Model

- What form of SE are you adopting: for-profit, non-profit or hybrid?
- What is your SE's business model for sustainability?
- If your SE is non-profit or hybrid, what are your sources of funding?

- What evidence do you have that your customers/beneficiaries will want to buy/use your product/service?
 - What are the high-level projections for revenue and costs?
 - How much money do you need, when, and what for?
 - When will your SE be cash flow positive?
6. Risk factors
- What are the potential risks that your SE may face?
 - How would you react if these risks occurred?
7. Team Composition
- List team members and their main area of expertise.
 - What set of skills does your team possess that will enable you to successfully launch and manage your SE?
 - What is your track record of success?
 - Why do you believe you will succeed?
 - Why are you working on this specific social issue?
8. Other Considerations
- What (if any) partnership opportunities can you leverage?
 - Any company requires a significant amount of “huddle” by talking to real customers. Tell us how many potential customers your team has spoken with? What was their feedback? If your company is in a two-sided market place, tell us about feedback you received from both sides.
 - Besides financial support, what other resources do you need and how would they be employed?
 - How does your team demonstrate persistence and progress?
 - What is the likelihood that your group will champion your SE full-time?
 - What are your next key steps?
9. Social Impact
- If your SE is successful, how would it contribute to larger systems change?
 - How do you foresee scaling your SE?
 - How will you measure your social impact?

PROCESS for PHASE 1 - WRITE: THE FIVE-PAGE START-UP PLAN

- Teams must register using the MDC registration process, available at: McGillDobsonCup.fluidreview.com
- **IMPORTANT:** Teams must submit their start-up plan as a PDF with the file named in the following format (when possible, please submit a PDF file smaller than 1MB): NameOfStartup_TrackEntered(IDEorSMEorHSorSE)_Phase1_MDC2016.pdf. For example, if a team is named "Technology for All" and they are entering the IDE track, the subject of their email as well as the file name will be: TechnologyForAll_IDE_Phase1_MDC2016

FORMATTING REQUIREMENTS FOR START-UP PLANS

- **Font Size:** Minimum 12 point font.
- **Margins:** 1 inch on all sides (or 2.54 cm).
- **Spacing:** 1.5 spacing
- **Document Size and Layout:** One cover page, followed by no more than **five pages of text**
- If an appendix and/or works cited is required, it must be included in the five pages. **The total number of pages of a team's start-up plan cannot exceed 3 double-sided sheets of size 8.5"x11" (US Letter) paper.**
- **Cover Page:** See the sample cover page below. The cover page of the start-up plan **MUST ONLY** include:
 1. **Name of start-up and logo** (if you have a logo) and phase of competition (Write phase or Final phase)
 2. **Track entered:** IDE, SME, HS or SE.
 3. Write out "McGill Dobson Cup Start-UP Competition"
 4. **30-word short description** of your company that can be made public
 5. Identify one main contact person (aka Team Leader) and include his/her phone number and e-mail address. List the **full name of all team members** (up to a max of five) and state their **McGill affiliation** (choose from: 'McGill Student', 'McGill Staff', 'McGill Faculty', 'McGill Alumni', or 'no McGill affiliation').
 - For 'McGill Student': please indicate faculty of study
 - For 'McGill Staff': please indicate the faculty where they work
 - For 'McGill Faculty': please indicate faculty where they teach
 - For 'McGill Alumni': please indicate their faculty, as well as the month and year they obtained their last degree from McGill
 - For 'no McGill affiliation': please indicate if they are a student or alumni from another educational institution. Indicate the educational institute as well as the month and year they obtained their last degree.