



2017

## INTRODUCTION – HOW TO ENTER- DEADLINES- SUBMISSIONS

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### INTRODUCTION:

In an effort to grow small businesses in Minto and increase awareness of the resources available, the Town of Minto is once again hosting the Annual Pitch-It! Minto Business Plan Competition. The 6<sup>th</sup> edition of this competition kicks off March 2017 with applications due April 3, 2017. The competition is geared towards entrepreneurs that wish to open, purchase, expand or re-locate a business within the Town of Minto.

### HOW TO ENTER:

To enter, applicants must fill out the application form attached. Once the application has been filled out, the applicant must send it in along with the Executive Summary by Monday April 3, 2017 to the Town of Minto Administration Office. Finalists will be required to attend one training session as it relates to the stage of their business (*i.e. new business – “Stepping into Business” or existing business – “Growing your Business”*). Failing to do so will result in their removal from the contest.

### IMPORTANT DEADLINES:

|                                    |                                                                             |
|------------------------------------|-----------------------------------------------------------------------------|
| Monday April 3, 2017               | Deadline to submit Application and Executive Summary                        |
| Friday April 7, 2017               | Announcement of Pitch It! Minto Business Plan Competition Finalists         |
| Thursday May 4, 2017<br>9 am-4 pm  | Seminar #1 <i>Stepping into Business</i> (New Business)                     |
| Thursday May 11, 2017<br>6 pm-8 pm | Seminar #2 <i>Growing your Business</i> (Existing Business)                 |
| Friday May 26, 2017                | Deadline to submit Written Business Plans                                   |
| Monday June 5, 2017                | Presentations and Q&A session with Judges                                   |
| Tuesday June 20, 2017              | Announcement of Pitch It! Minto Business Plan Competition Winner at Council |

### WHERE TO SUBMIT:

Submissions are to be dropped off or mailed to the Town of Minto Administration Office, between 8:30 AM – 5:00 PM, Monday to Friday in accordance to the deadlines listed above.

Town of Minto  
Economic Development Department  
5941 Highway 89  
Harriston ON, NOG 1Z0



## GENERAL INFORMATION - REQUIREMENTS & ELIGIBILITY

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### GENERAL INFORMATION:

Intellectual Property- The Minto Business & Economic Manager and the panel of judges fully understand the importance of intellectual property and will not disclose sensitive information to anyone. We will ensure that we make every effort to limit distribution of Business Proposals.

Business Composition- Entrepreneurs are expected to:

- (1) be the driving force behind the new venture,
- (2) have played the primary role in developing the business plan,
- (3) have key management roles in the venture

Previous Finalists – Businesses that have entered the PitchIt Business Plan competition previously may still enter the PitchIt Business Plan Competition pending the Business is proposing an expansion in the form of additional: employees, square footage or product lines.

Previous Winners – Businesses that have previously won the PitchIt Business Plan competition are not eligible to enter the contest in an effort to allow others the opportunity.

### REQUIREMENTS & ELIGIBILITY:

Applicants will be required to develop a thorough and structured business plan outlining the details of their proposed venture.

Nature of Venture- The competition is geared towards entrepreneurs that wish to open a new business venture, purchase an existing business, expand an existing business or re-locate an existing business within the Town of Minto.

Business Plan- Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

Presentation- After submitting the written Business Plan, the entrepreneurs will be asked to prepare a 15 minute oral presentation to be delivered to the Minto Business & Economic Manager and the panel of Judges.

## EXECUTIVE SUMMARY:

General Guidelines- The Executive Summary should be two pages double-spaced, 12 point font, and 1” margins on all sides.

### Contents of the Executive Summary-

- The Opportunity
- The Business Idea
- Financial Highlights
- The Risks
- The Sustainable Competitive Advantage
- The reason your proposal should be considered for this competition

## WRITTEN BUSINESS PLAN:

General Guidelines- Written Business Plans should be double-spaced, 12 point font, and 1” margins on all sides. The written report should include the executive summary and financial data. Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

### Contents of the Written Business Plan (but not limited to) -

- Title Page & Table of Contents
- Executive Summary
- Product or Service Description
- Objectives
- Market Description
- Market Analysis (market size and potential market share)
- Sales and Marketing Plan (how you will go-to-market)
- Competitor Analysis (competitors and your competitive differentiation)
- Operations
- Management Team and/or Advisors, including relevant experience
- Financial Highlights
- Appendices

Business Plan Financial Data- *Financial data should include a cash flow projection, balance sheet and profit/loss statement.* This data should be included in a summarized fashion in the main section of the Business Plan



## ORAL PRESENTATION - CONDITIONS OF ACCEPTANCE

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### ORAL PRESENTATION:

General Guidelines- Oral presentations will take place at LaunchIt Minto (1 Elora St. N. Unit 4 Harriston), with a maximum time limit of 15 minutes.

Supporting Documentation- Applicants must submit supporting documentation (copy of audio/visual material) to the Economic Development Department prior to the date of their presentation. Copies of presentations are also encouraged to be made available for the Minto Business & Economic Manager and the panel of Judges. These must be prepared in advance by the applicant as there will be no opportunity to make last minute copies at LaunchIt Minto.

Q&A Session- There will be a 10 minute Q&A session following the Oral Presentation. This is the time that the Minto Business & Economic Manager and the panel of Judges will use to find out more information about your business venture.

### SELECTION OF A WINNER:

The Judging panel will evaluate Business Plans on the following basis-

- Reasonable opportunity for success of the business
- Business meets an identifiable need in the community
- Impact of the Business on the local community (i.e. sourcing local, hiring)
- Business has identified and allocated proposed resources to be successful
- Business has a believable competitive advantage
- Business has a sound target market analysis
- Strong experienced management team
- Realistic timeframe for business growth

*A copy of the judging criteria is included in this package.*

### CONDITIONS OF PRIZE ACCEPTANCE:

All prizes will be issued to the business name and therefore, in order to obtain the prizes, the winners must open, expand or relocate a business within the Town of Minto within six months of being named the winner. The prizes will be awarded upon the first day the business is open to the public.



## PRIZES

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### PRIZES:

#### WINNER

- \$3,000 Start-Up Capital  
Courtesy of the Town of Minto, Minto Chamber of Commerce, Saugeen Economic Development Corporation & Mayor George Bridge
- Coaching Package- 12 sessions (\$600 Value)  
Courtesy of Guelph Wellington Business Enterprise Centre
- One year membership to the SEDC All Inclusive Business Excellence Training Program (\$2,000 Value)  
Courtesy of Saugeen Economic Development Corporation  
Includes: 20 online training videos, monthly interactive training workshops, bi-annual business coaching, monthly success tips newsletter, quarterly tax tips newsletter, lending library, personal business mentor (when available)
- One year free membership with the Minto Chamber of Commerce (\$170 Value)  
Courtesy of the Minto Chamber of Commerce
- Advertising Package (\$1,000 Value)  
Courtesy of Country 93
- Advertising Campaign (\$500 Value)  
Courtesy of AM 920 CKNX, FM 94.5 The Bull & FM 101.7 The One
- Advertising Campaign (\$500 Value)  
Courtesy of 88.7 FM The River
- Website Evaluation, Design, CMS Setup & Search Engine Optimization (\$2,000 Value)  
Courtesy of OSIM Interactive
- Quarter Page Ad in the Minto Express & the Independent Plus and a New Business Story and Photo (\$400 Value)  
Courtesy of the Minto Express & the Independent Plus

- 1 Year Basic Business Banking Package, Advising by Business Account Manager and Security Deposit Box (\$300 Value) Courtesy of RBC Royal Bank
- 1 Year Basic Banking Package, Meeting with a Business Advisor and Business Credit Card (*the option of a small business overdraft service fee waived for the first year or the credit card first year fee waived*) (\$192 Value)  
Courtesy of CIBC Bank
- 500 Full Colour Business Cards (\$60 Value)  
Courtesy of Innovative Print
- Double Size Ad in the Rural Route Magazine (\$125 Value)  
Courtesy of Innovative Print
- 3 Months of Free Internet Service & Feature of Competition and Winning Business on Wightman Community Channel (\$1,250 Value)  
Courtesy of Wightman Telecom

#### Runner Up

- Business Card Ad (\$102 Value)  
Courtesy of the Minto Express & Independent Plus
- 5 Training Sessions (\$160 Value)  
Courtesy of the Guelph Wellington Business Enterprise Centre
- 1 Month of Free Internet Service & Feature of Competition and Business on Wightman Community Channel (\$500 Value)  
Courtesy of Wightman Telecom

#### 3<sup>rd</sup> Place

- 5 Training Sessions (\$160 Value)  
Courtesy of the Guelph Wellington Business Enterprise Centre
- 1 Month of Free Internet Service & Feature of Competition and Business on Wightman Community Channel (\$500 Value)  
Courtesy of Wightman Telecom

#### ALL FINALISTS

- ½ Page Story (\$380 Value)  
Courtesy of the Minto Express & Independent Plus
- One year free membership with the Minto Chamber of Commerce (\$170 Value)  
Courtesy of the Minto Chamber of Commerce

- 6 month membership to the SEDC All Inclusive Business Excellence Training Program (\$1,000 Value) Courtesy of Saugeen Economic Development Corporation  
Includes: 20 online training videos, monthly interactive training workshops, bi-annual business coaching, monthly success tips newsletter, quarterly tax tips newsletter, lending library, personal business mentor (when available)



**SUPPORTERS**

**ANGELS:**



**MAYOR GEORGE BRIDGE**

**CHAMPIONS:**







The Rural Route  
Your News & Lifestyle Magazine



TODAY'S BEST COUNTRY



RBC  
Royal Bank

*The Minto Express*

**INDEPENDENT**  
**PLUS** Listowel • Wingham • Mount Forest • Minto







## BUSINESS PLAN RESOURCES

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There are numerous business resources available within our community and surrounding areas to assist with your business plan.

Town of Minto Economic Development Office  
Belinda Wick-Graham, Manager of Economic Development  
5941 Hwy 89, Harriston, ON NOG 1Z0  
519-338-2511 ext 241  
[belinda@town.minto.on.ca](mailto:belinda@town.minto.on.ca)  
[www.mintoed.com](http://www.mintoed.com)

LaunchIt Minto & Minto Chamber of Commerce  
Sommer Brown, Business Development Coordinator  
1 Elora St. N. Unit 4 Harriston, ON NOG 1Z0  
519-510-7400  
[www.launchitminto.com](http://www.launchitminto.com)

Saugeen Economic Development Corporation  
Rose Austin, Business Manager  
515 Mill St., Neustadt, ON NOG 2M0  
1-877-335-7332  
[rose@sbdc.ca](mailto:rose@sbdc.ca)  
[www.sbdc.ca](http://www.sbdc.ca)

Guelph Wellington Business Enterprise Centre  
Harold DeVries, Business Advisor  
42 Wyndham St. N. Suite 401, Guelph, ON N1H 4E6  
1-866-744-8344  
[Harold@guelphbusiness.com](mailto:Harold@guelphbusiness.com)  
[www.guelphbusiness.com](http://www.guelphbusiness.com)

Canada Business Ontario  
1-888-745-8888  
[www.canadabusiness.ca](http://www.canadabusiness.ca)



2017

APPLICATION FORM

Complete this application form and submit it with a copy of your Executive Summary.

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Brief Business Description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

My business is a new business and I agree to partake in the “Stepping into Business” Seminar THURSDAY MAY 4, 2017 *Failure to do so will result in your removal from the contest.*

My business is an existing business and I agree to partake in the “Growing your Business” Seminar THURSDAY MAY 11, 2017 *Failure to do so will result in your removal from the contest.*

Due to the new Personal Information Protection and Electronic Documents Act that took effect January 2004, this release is needed for the use of some/all information and photography in the event that this business plan may win the 2017 Pitch It! Minto Business Plan Competition.

I, \_\_\_\_\_, hereby, agree to the release of all information and photography used in the making of the 2017 Pitch It! Minto Business Plan Competition and any other materials utilized by the Town of Minto and the Pitch It! Minto Business Plan Competition.

## 2017 Judges Evaluation

### Viability of the Business 60%

- |                                                                                                       |   |   |   |   |   |   |   |   |   |   |    |
|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|----|
| 1. Clear statement of what the business does                                                          | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business meets an identifiable need in the community                                               | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Identified and allocated resources to be successful                                                | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Has a management team (entrepreneur) capable of executing                                          | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Sustained competitive advantage is possible<br>Can answer: Who are the competitors and why better? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. Business has a sound target market analysis                                                        | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. Realistic timeframe for business growth                                                            | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. Reasonable opportunity for success of the business                                                 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**TOTAL /80**

### Presentation and Ability to Answer Judges' Questions 15%

- |                                                                     |   |   |   |   |   |   |   |   |   |   |    |
|---------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|----|
| 1. Understandable presentation that addresses all the main criteria | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Able to listen and respond to questions                          | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Demonstrates passion for the idea                                | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**TOTAL /30**

### Written Business Plan 15%

- |                                                       |   |   |   |   |   |   |   |   |   |   |    |
|-------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|----|
| 1. A professional, organized and coherent document    | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Financial projections are realistic                | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Would warrant an investor moving to the next level | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**TOTAL /30**

### Impact on the Community 10%

- |                                                                      |   |   |   |   |   |   |   |   |   |   |    |
|----------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|----|
| 1. Business is creating new jobs or part-time to full-time positions | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business is sourcing products locally                             | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**TOTAL /20**