

ALEXIS NIHON
BUSINESS PLAN
COMPETITION
DAWSON COLLEGE
APRIL 9TH 2017

INVITATION TO STUDENTS IN ALL PROGRAMS TO APPLY FOR ALEXIS NIHON
BUSINESS PLAN COMPETITION

COMPETITION OVERVIEW

The Dawson **Alexis Nihon Business Plan Competition** is designed to encourage innovative, socially responsible and sustainable entrepreneurial endeavors by engaging students from Dawson College in all programs and providing an opportunity to develop and pursue their business ideas. The Competition will reward business plans that are judged by an independent panel as most innovative, socially responsible ideas, thoroughly developed and most likely to result in successful, high-growth ventures that would create new jobs for Canadians.

The Competition is organized by the Business Administration Department supported by the Office of Instructional Development, Plaza Alexis Nihon and Dawson Student Union.

The competition will be held at **Dawson College on Sunday April 9, 2017** between **9 AM and 4 30 PM**. All participating teams will be scored on their written business plans by **February 28, 2017** by selected judges who are professionals in the business community.

The Top 3 teams chosen the day of the competition will receive the awards listed below.

ALEXIS NIHON BUSINESS PLAN AWARDS

FIRST PLACE = \$800

SECOND PLACE = \$500

THIRD PLACE = \$300

The selected finalists will present their powerpoint, and exposition table-top display or brochure or poster to a panel of judges. The teams will be invited to a cocktail and awards ceremony where the winners will receive their plaque and cash prize.

COMPETITION TIMELINE

JANUARY 31, 2017 5:00 PM: If you intend to compete, provide your names of team members, telephones and contact e mails at alexisnihoncompetition@dawsoncollege.qc.ca

FEBRUARY 28, 2017: Business Plan due date submission

MARCH 1, TO MARCH 5, 2017: Judges select finalists (up to 12 teams)

MARCH 6, TO MARCH 9, 2017: Invitation sent to finalists (up to 12)

APRIL 9, 2017: Finalists present to panel judges

STEPS TO APPLY FOR THE COMPETITION

1. Form a team of a maximum of 4 partners. Students can join from various programs. Each student may only be affiliated with one team's entry.
2. Discuss potential winning ideas for a successful business venture.
3. Enter the competition by providing your names of team members, telephones and contact e mails no later than **January 31st, 2017** by e mail at: alexisnihoncompetition@dawsoncollege.qc.ca.
4. Take advantage of the optional mentorship dates to ensure you are on the right track with your business plan.
5. Attend the optional mentorships sessions:

JANUARY 23, 2017 2:30 - 4:30 PM*

FEBRUARY 10, 2017 2:30 - 4:30 PM*

* The place will be confirmed by email. Kindly e mail us so we can notify you.

6. Submit the written business plan as per appendix A (found in the regulation and guideline document) by **February 28, 2017** by E mail at alexisnihoncompetition@dawsoncollege.qc.ca.
7. Judges will evaluate and rank the business plans. The Top teams will be selected by **March 9, 2017**. The selected teams will be asked to prepare a PowerPoint for the oral presentation on the day of the event **Sunday April 9, 2017** between **9 a.m. and 4 30 p.m.**
8. Only the finalists will be eligible to present their business plan at the competition and answer questions from the competition judges. Each student may only be affiliated with one team's entry.

9. Approximately near **March 15, 2017**, the finalists will be advised of their schedules to present in front of a panel of judges.
10. The Final Competition will be held on **Sunday April 9th, 2017** between **9 a.m. and 4 30 p.m.**
11. During the main event on **April 9, 2017**, teams will be scored on their oral presentations and on their exposition table top display or brochure or poster. Each team will have 20 minutes to present their plan to the judges. This will be followed by 10 minutes of Question and Answer period with the judges.
12. Winners will be chosen based on quality of powerpoints, oral presentation scores, and marketing scores (which includes any of the following: the 60-second marketing video or the exposition table top display or poster or brochure). The guidelines are found in Appendix A and evaluation guidelines in Appendix B (both found in the regulation and guideline document).
13. All finalists must attend the cocktail and award ceremony where there will be three winning teams ranked as 1st, 2nd and 3rd place winners.

If you intend to compete, provide the names of team members, telephones and contact e mails at alexisnihoncompetition@dawsoncollege.qc.ca

Request for Alexis Competition guideline package by e-mailing
Carmen Kuczewski, at alexisnihoncompetition@dawsoncollege.qc.ca or texting at 514-591-6981

For other information you can reach:

Fabienne Cyrius, Chair of Business Administration at fcyrius@dawsoncollege.qc.ca