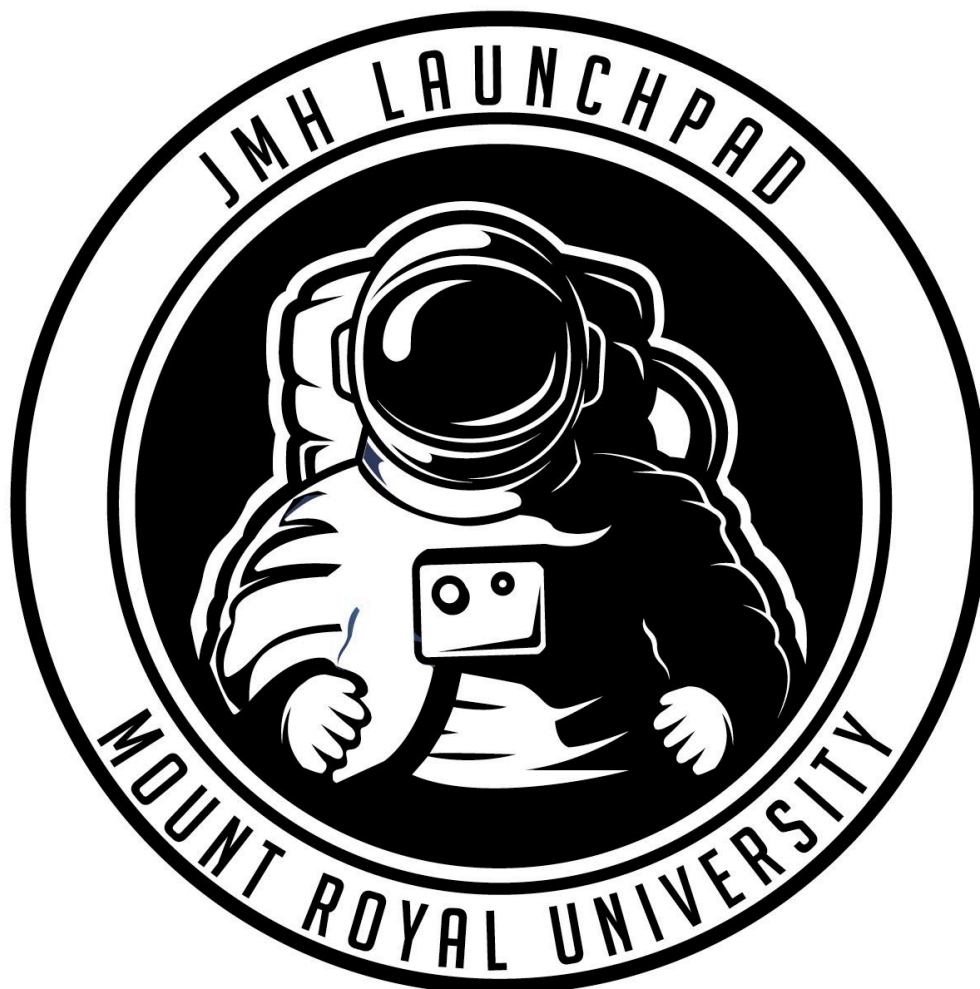




JMH \$80,000 Venture LaunchPad Pitch Competition

As our biggest event of the year, our top students pitch their entrepreneurial venture to a panel of experienced judges and a supportive audience for their share of \$80,000 in cash and services. This pitch competition is a 300 person event filled with eager community members, faculty, fellow students, and investors interested in hearing about the next great idea. Teams are given five minutes to pitch, followed by Q&A from the judges. The judges include successful entrepreneurs from the community. \$55,000 in cash and \$25,000 in services will be awarded.

2020 Applications will open January 2020

Event Date TBA

Winning teams may receive cash awards of up to \$15,000

Teams may also receive in-kind prizes such as legal and marketing services

Winning teams get the opportunity to meet with our LaunchPad Board of Advisors for one year of support in using awards

Teams have access to free space to launch their venture in the spring/summer at the Institute for Innovation and Entrepreneurship

All participants get the opportunity to build a team of valuable mentors and advisors

Successful applicants will likely have spent time refining their idea into a real opportunity and will be actively pursuing their venture. This event is held annually in the Winter semester. Students are encouraged to take advantage of other LaunchPad programs (e.g., Innovators Circle, Founders Circle, Founders Fund, Alumni Mentorship Program and the LaunchPad Accelerator course) to prepare for this competition.

The LaunchPad program is intended to support the entrepreneurial aspirations of Mount Royal University students. Students from across campus are encouraged to apply. Please read the guidelines below for more details on eligibility. You do not have to be in a particular faculty or program to apply. We are proud that we have had participants from every faculty on campus.

Teams are composed of 1-5 student members.

Teams may not have non-student members.

Non-students may be involved with the venture outside the competition, but may not be a part of the competition team (i.e. may not present or answer questions for the team) and will not be eligible to receive any prize money.

Alumni who completed their degree to earlier than Winter 2018.

The Application Process

The first step is to submit an application form: TBA

A committee will select finalists from these applications. Please complete the application form so that someone who is currently unaware of your idea will understand your progress to date. Finalists will be required to attend coaching sessions prior to pitching their venture at the LaunchPad Pitch Competition. To be considered to compete at the Launchpad Pitch competition, student ventures

must submit an application by the deadline date. Select applicants will be asked to move onto the interview segment. Despite the fact that everyone might not make it past this round, all applicants are invited to schedule a 1:1 meeting for feedback, and are encouraged to participate in future opportunities provided by the Institute for Innovation and Entrepreneurship. The applications will be judged on the following criteria:

1. The offering (product or service) presents a compelling value proposition to the customer
 - a. The venture has identified a very significant “need”, “want” or “should”
 - b. The offering is clearly articulated
 - c. The venture has validated the customer need
 - d. The venture has a different value proposition from that of its direct competitors
2. The market opportunity is very attractive
 - a. The target customer(s) are clearly identified
 - b. The addressable market is significant
 - c. The venture has the potential to scale
3. The Team inspires confidence in their ability to execute
 - a. The team has relevant experience
 - b. The team has shown good progress and a commitment to the project
 - c. The team understands the next steps for their venture

Rules and Regulations

Eligible individuals must be full-time or part-time students registered in a degree program at Mount Royal University. Individuals are also eligible if they completed their Mount Royal University degree within the previous 12 months of the application submission deadline (latest enrollment in courses Winter 2019).

Collectively, eligible individuals must hold a significant ownership position and have an active leadership role or roles in the venture. A “significant ownership position” generally means 50% or more of the venture, not including financial investors. If you are concerned about the ownership structure of your organization, please email innovate@mtroyal.ca. Only eligible individuals are permitted to participate in the LaunchPad Pitch Competition.

Cash Awards

Cash awards for the LaunchPad Pitch Competition will be awarded to individual student team members in equal proportion. In the event that a team would like cash awards to be shared in unequal proportion, a written breakdown must be provided prior to the LaunchPad Pitch Competition and signed by all team members. Cash awards will not be paid at any time to non-students (except where the non-student is an alumna/us within a year of graduating). Awards may be subject to taxation and are the sole responsibility of the entity or person to whom the awards are distributed.

Confidentiality and Intellectual Property

All submitted information is deemed the property of the participating teams and any licensors that it has. All of our judges and staff are working professionals and investors who routinely evaluate business plans and protect the property of others in the process. However, they do not sign any

non-disclosure agreements to participate in this competition. Teams are strongly encouraged NOT to provide any specifics or details that are considered to be intellectual property.

For additional information please contact:

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