TBC Business Rumble: Pitch your Business

Wednesday, October 23, 2019
250 Clark Street, Powassan, ON, P0H 1Z0

Are you interested in starting your own business? Pitch your Business is for students that want to see their businesses come to life. The business ideas must be viable and can be easily implemented over the summer or in the near future**.** Below you will see key components that should be included in your pitch but **remember to be creative!**

The Process and Eligibility Requirements:

- Students must be between the ages of 15 to 21 and currently attending high school or post-secondary.
- If students are 18 and under, a parent or guarantor must sign a consent form allowing the student to participate in the process and for the student to participate in the pitch competition, if selected.
- Must be a resident of the Nipissing or Parry Sound Districts.
- Students must complete a fillable application and return it to Kennedy Horton, Youth and Mentorship Coordinator at khorton@tbcnps.ca or drop it off at The Business Centre Nipissing Parry Sound, located on the 6th Floor of City Hall.
- The Business Centre will review all applications and determine which students are eligible to participate in the pitch competition on **Wednesday, October 23, 2019 at 250 Clark in Powassan.**
- The Business Centre will contact you if you have been selected by **Tuesday, October 8th, 2019.**

Pitch Day Requirements (October 23):

If you are selected to pitch your business in the pitch competition here is a breakdown of what the judges are looking for:

- Viability of Business
  - Clear description of the business.
  - Meets a specific need and/or fills a cap in the community/solves a problem.
  - Target Market is identified.
- Creativity
  - Creative messaging.
  - Brand development (Company Name, logo and tag line).
  - Creative use of presentation.
- Persuasiveness
  - Clarity and tone of voice (Includes voice/Body language/use of props)
  - Factual evidence (Problem – Impact – Solution – Benefit)
  - Sales Pitch (changing consumer thinking, beliefs, objections)
- Marketing
  - Effectiveness of Marketing
  - Call to action.
- Financial Considerations
  - Pricing
  - How much money will you require to start-up your business and where will you go to receive these funds?

Win your first semester tuition to Canadore College. Your account will be credited for the amount owing in first semester tuition. Please note: Winner will still be required to pay any ancillary fees and this prize has no cash value.

First place of the Pitch your Business category has direct entry into the Summer Company program. The winner must meet all program requirements.

Note – Judges will have the opportunity to ask you question following your pitch.

For Office use only
Date Received:
Accepted to pitch: Y/N

TBC Business Rumble: Pitch your Business (5 Minutes) – Application Form

Name:	
Business Name:	
Date of Birth (dd/mm/yyyy):	
Address:	
City/Town:	
Province:	
Postal Code:	
Telephone Number:	
Alternate Telephone Number:	
Email Address:	
School/Educational Institution:	

Briefly describe your business.

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How will your business make money? Are there multiple ways you will make money? (What are your revenue streams?)

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How much will you charge for each of the products/services your business is offering?

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Who are your customers? Who will buy your product or service? What are these people like? (Determine your Target Market)

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How will people get your product or service? (i.e. Online, Retail, Mobile, Delivery, etc.)
(What channels will you use to reach people?)

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How much will your business costs to start-up?

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How are you going to advertise and promote your product and/or service offering?

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What makes your idea unique? Why is somebody going to choose you and your business over the competition?

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Will your business have to partner with any other business, organization, or government? If yes, what are you plans for this partnership?

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Students must complete the application and return it to khorton@tbcnps.ca or bring it in person to The Business Centre on the 6th floor of North Bay City Hall (200 McIntyre Street East, North Bay, ON) by October 4th, 2019. All applicants will be informed if they are accepted to pitch or not by October 8th, 2019 – five students will be chosen to Pitch your Business at the TBC Business Rumble at 250 Clark in Powassan, on October 23rd starting at 6:00 p.m.

TBC Business Rumble

Wednesday, October 23, 2019
250 Clark Street, Powassan, ON, P0H 1Z0

Important Dates:

Dates	Descriptions
October 4th	Application Due – Submit to Kennedy Horton by email khorton@tbcnps.ca or in-person at The Business Centre NPS (6th Floor of City Hall, North Bay).
October 8th	Finalist will be notified – The Business Centre will contact the finalist to participate in the TBC Business Rumble.
October 18th	Any multi-media/presentations must be submitted to The Business Centre before the pitch competition.
October 9th to 22nd	Students prepare for TBC Business Rumble and ask questions, if necessary.
October 23rd	TBC Business Rumble Pitch Competition at 250 Clark Street, Powassan, ON, P0H 1Z0

TBC Business Rumble Agenda:

Times (Hourly)	Description
6:00 – 6:15 p.m.	Introduction and Welcome Remarks
6:15 – 7:00 p.m.	TBC Business Rumble: Pitch your Idea
7:00 – 7:15 p.m.	Break: Light Snacks and Refreshments
7:15 – 8:00 p.m.	TBC Business Rumble: Pitch your Business
8:00 p.m.	Winners will be announced for each category

Release and Consent Form

I hereby authorize any images or video footage taken of my youth (under 18 years of age), in whole or in part, individually or in conjunction with other images and video footage, to be displayed on The Business Centre Nipissing Parry Sound Website and other official and partners channels, and to be used for media purposes including promotional presentations and marketing campaigns. I also authorize the display use of any media materials created by my youth with The Business Centre Nipissing Parry Sound.

I waive right to privacy and compensation, which may have connection with such use of my youth's name and likeness, including rights to be written copy that may be created in connection with video production, editing and promotion therewith.

I am over 19 years-of-age and the parent or legal guardian of the youth, and I have read this waiver and am familiar with its content.

_____
Date

_____
Name of student (please print)

_____
Signature of Student

_____
Name of Parent or Guardian (please print)

_____
Signature of Parent or Guardian