

THE QUEEN'S ENTREPRENEURS' COMPETITION

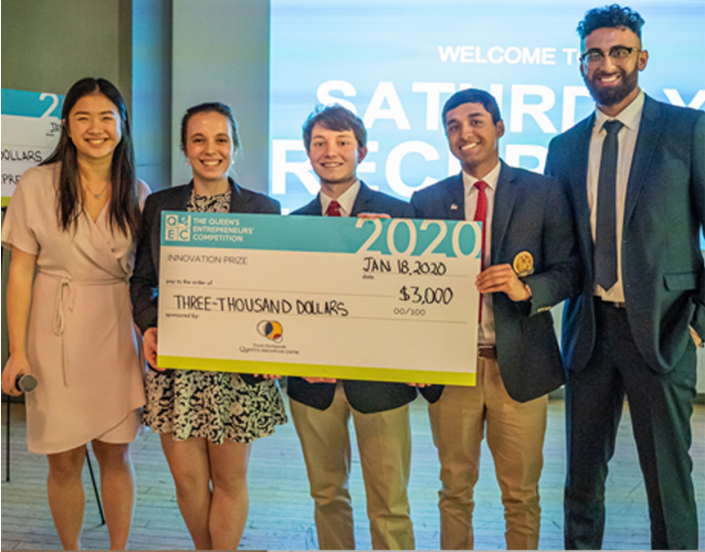
Competitors' Package

2023



January 20-22, 2023

Note: Accommodations will be met for international competitors who are unable to attend in person



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Who We Are

"[THE QEC] IS ONE OF THE LONGEST-RUNNING AND BEST-KNOWN UNDERGRADUATE BUSINESS PLAN COMPETITIONS IN THE WORLD."

The New York Times

Composed solely of undergraduate students, our team is dedicated to organizing a competition where bright undergraduates compete for prizes that can transform their businesses. They will also become inspired by meeting fellow young entrepreneurs from around the world, as well as learn from professionals, investors, and each other.

Highlights from the QEC 2022

SPEAKERS



John Ruffalo
Founder of Maverix
Private Equity



Kristi Herold
Founder of Jam Sports



Kosi Stobbs
CEO of Specific
Mechanical Systems

MAJOR PARTNERS



Peter Willson
Willson International



Michele Romanow
Clearco



Raakesh Bharathi
Venture Development
Institute

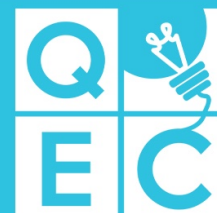
OUTREACH AND COMPETITOR MILESTONES

- Received over \$45,000 in monetary sponsorships
- Received over \$105,000 in in-kind sponsorships
- Received the highest number of U.S. and international applications in the history of the competition
- 63% of competitors were from Canada and 37% were from the U.S. or International

"QEC 2019 was a phenomenal experience, one which provided us with the ability to share our technology on an international stage. Meeting with judges and investors was critical for our team's continued success, while exposure to innovative entrepreneurs from around the world resulted in a massively engaging and unique competition"



- Luke Kyne, Fian Technologies



Why Compete

The Queen's Entrepreneurs' Competition (The QEC) is **one of the largest international undergraduate startup competitions** in North America, awarding over \$80,000 to startups each year.

The QEC attracts top Canadian entrepreneurs and industry leaders who act as speakers, judges, and sponsors. Competitors benefit directly from their expertise and feedback throughout the competition.

Notable Past Judges



Nathalie Crosbie
Director, AI Strategy
of BMO



Ryan Holmes
CEO of Hootsuite



Somen Mondal
Founder of Ideal and
Field ID



Jennifer Renda
President and CEO
of Siverso Solutions



Anatoliy Melnichuk
Founder of Snapsaves



John Ruffolo
CEO of Omers
Ventures

For years, the Final Weekend featured several social events, including a gala dinner and cocktail receptions. With support from our generous partners, these events are held in Toronto - Canada's largest city and nightlife centre.

In 2022, the competition took place virtually due to COVID-19. This year the competition will take place in Toronto in a hybrid format. Competitors who are unable to travel may participate via online conferencing.





Finalist Awards

The QEC is awarding

\$150,000+

in prizes to finalists

Mentorship and In-Kind Sponsorships

For years, the QEC finalists have received in-kind services from reputable companies and industry professionals. In 2021, MAKO Design & Invent and Convintus provided consulting services, and Wolfram offered software services.

Innovation Award

This award is presented to the team who best introduces a new and original idea that has the potential to be successfully applied in the real world, with the opportunity to shift commonly held paradigms or advance a specific field.



Notable Past Competitors



- Raised \$500,000+ on Kickstarter
- Winners of the International James Dyson Award, TechCrunch Hardware Battlefield and Popular Science Invention of the Year



- Media coverage in The Washington Post, The New York Times, Bloomberg Politics, TIME, and CBS This Morning
- Winners of the Model of Excellence award at the Business Information & Media Summit



- Winners of the Velocity Fund Finals
 - Accepted into Y Combinator
 - Acquired by Google for \$17M
- Established a partnership with the City of Toronto and installed kiosks at several local GO stations



- Received 25K from Jim Treiving, the Chairman of Boston Pizza, on CBC's Dragon's Den
- Acquired by Facedrive, on the condition that shareholders receive \$1M in common shares and conditional payments of \$2.5M over two years



- Secured \$5M in "A" round financing
- Appeared in Forbes 30 under 30 and was chosen for the THRIVE - Forbes Innovation Icon award



- Featured in BCB 30 under 30
- Saved customer \$450k in grocery bills
- Received \$80,000 in funding from several competitions



Competition Timeline

Start

1

Preliminary early bird submission deadline
November 1st, 2022 at 11:59 PM EST



2

Preliminary submission final deadline
November 13, 2022 at 11:59PM EST



3

Applications reviewed and Top 15 teams selected
Early December 2022



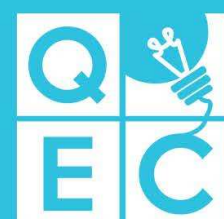
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QEC Competition
January 20 - 22, 2023

Top 15 Pitches
January 21, 2023

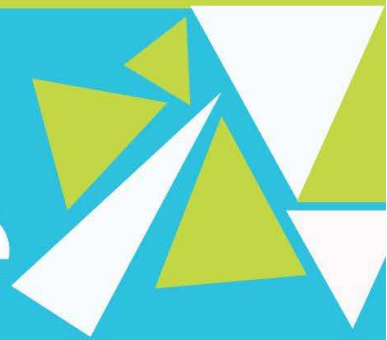
Top 6 Pitches
January 22, 2023

Welcome to the QEC Family



Queens University

Competition Structure



At the QEC 2023, undergraduate entrepreneurs have the opportunity to compete virtually for prizes that can transform their business, become inspired by other entrepreneurs and network with industry professionals and investors. The structure of the competition is as follows:

ROUND 1

5-Page business plan and optional supporting video are submitted in October

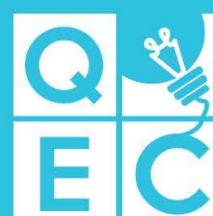
Top 15 competitors are selected and notified

ROUND 2

Top 15 pitch to panel of professionals

ROUND 3

Top 6 pitch to new panel of professionals, winners announced at evening event



Competition Structure

Round 1 - Preliminaries: Business Plan

Part 1: Submit a business plan

A report outlining the more detailed aspects of your venture. The business plan must cover the following topics:

Market Opportunity – What problem are you trying to solve?

Business Model and Viability – How are you going to solve this problem?

Execution Strategy – How do you propose to execute your business model? This includes marketing, operations, and human capital.

Originality – Why are you different and/or better than any other venture competing in your market?

Financial Considerations – What are some things to consider when valuing your company? How can you use the QEC prize money to make it grow?

Remember: Any valuation on your company today can change tomorrow – present a realistic picture of where you are and the necessary steps to reach your goals.

Other Notes:

Please use the title page template provided on the QEC website. Business plans must be a minimum 3 pages and a maximum of 5 pages (excluding the title page).







Competition Structure

Round 1 - Preliminaries: Video Pitch

Optional Part 2: Submit a video pitch

Submitting a video pitch is optional depending on if it will add value to the business plan submission.

-  No production value is required, although clear video and audio is preferred.
-  Any additional visuals presented in the video **must** be submitted as supporting aid.
-  Judges require all accompanying material shown in the video (i.e. submit your pitch deck if it was used in the video).
-  Videos must be submitted via an **unlisted YouTube link** which you must submit as part of your online application.

There are no specific topics to be covered, as different businesses have different focuses. Competitors should choose what they think will “sell” the business most effectively – what are the key reasons to believe in your company?



Video submissions must be a **minimum of 3 minutes** and a **maximum of 5 minutes**.

Competition Structure

Round 2 - Competition: Top 15

On the Saturday of the competition, the Top 15 teams will present to a small panel of judges.





The format for presentation is as follows:

-  Maximum **10-minute** presentation.
-  Teams will be given **3 minutes** to set up their presentation. If teams require more time it will be deducted from their 10-minute presentation.

Round 3 - Competition: Top 6

On the Sunday of the competition, the Top 6 teams from Round 2 will present to a larger panel of judges and an audience.

The format for presentation is as follows:

-  Maximum **10-minute** presentation.
-  Teams will be given **3 minutes** to set up their presentation. If teams require more time it will be deducted from their 10-minute presentation.
-  Maximum **20 minutes** for questions and feedback.
-  Teams will be given closed-room preparation time before their presentation.

Application Criteria

Submission Deadline

All entries must be submitted on www.theqec.com (full details on website homepage)

If there are any issues with submission, please email your business plan, video link and accompanying deck to competitors@theqec.com

Early bird submissions will be accepted by November 1, 2022 at 11:59 PM EST.

Deadline for submission is November 13, 2022 at 11:59 EST.

Qualification Requirements

Open to all **full-time students** enrolled in an **undergraduate degree or diploma program**. Teams may have only 50% of their team graduated, and the other 50% must still be enrolled in a program where they will graduate no earlier than May 2023.

Each team may have a **maximum of four students**.

A business proposal may be pitched in consecutive years provided the plan has **not previously qualified** as a QEC Top 6 finalist.

Those who do not meet the specified criteria cannot pitch during the Final Weekend if a Top 15 position is obtained.

Format Requirements

All business plans must be written in English, be typed with 1.5 or double-spacing, minimum one-inch margins and 10pt font.

Business plans must be presented in a concise, professional, and coherent manner. Spelling, grammar, and formatting will be taken into consideration.

Competitor's last names and school names **must not be included on any pages** of the business plan including the title page. Business plans must be **received electronically** by the submission deadline.

Submission Requirements

A QEC submission may not include:

1. Contradiction of QEC's values and Equity, Diversity, and Inclusion (EDI) policy
2. Ideas that can be perceived as unethical by a reasonable person and the QEC Executive Team
3. Being offensive in any manner (slogans, name, etc.)
4. Any ideas that are illegal in nature that violate Federal (Canadian) and Provincial (Ontario) laws
5. The promotion of dangerous practices and weapons

The QEC reserves the right to terminate a submission if the submission fails to meet our internal screening process.

If you have any questions or concerns, please contact cochairs@theqec.com or competitors@theqec.com.



Other Considerations

Marking Procedure

In the preliminary round, competitors submit a business plan and a brief video pitch to be considered by leading members of the business community and Smith School of Business faculty members. Each plan is reviewed by multiple judges and marked, with an average technical score assigned and valuable feedback given to competitors. The Top 15 scoring teams will be invited to attend the QEC Final Weekend in Toronto.

Fees and Costs

There are no submission fees or costs to submit a business plan in the preliminary round. However, competitors who qualify for the final round in January are responsible for covering a team fee, travel and accommodation expenses. Please note that Final Weekend costs have been reduced by the QEC and generous sponsors for weekend events, socials, meals and other activities. In past years, some competitors have received compensation from participating schools to help fund expenses incurred from the competition.

*Due to COVID-19, teams have the option to not travel and compete virtually. We will also give the option of providing financial bursaries (dependent on our financial capabilities).



Contact Us

If you have **any questions**, please do not hesitate to reach out to your competitor coordinator, we are here to help! For general inquiries, please email competitors@theqec.com.



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