

OCRI | **ENTREPRENEURSHIP CENTRE**

ONTARIO SECONDARY SCHOOL BUSINESS PLAN COMPETITION 2009



INFORMATION PACKAGE

Entrepreneurship Centre
110 Laurier Ave West, Ground Floor
Ottawa ON K1P 1J1
www.entrepreneurship.com
www.ottawayouth.ca

RULES & REGULATIONS:

1. Applicants must be enrolled full-time in a Secondary School in the Ottawa region.
2. Applicants who are doing a High School Equivalency are ineligible to enter the Business Plan Competition.
3. Applicants are able to use the same plan for Summer Company as for the Business Plan Competition and vice-versa.
4. Students, who have placed Regionally or Provincially, cannot in subsequent years apply to the Business Plan Competition.
5. Students who have submitted a non-winning plan previously, may revise the plan and resubmit it. The plan cannot have placed 1st, 2nd or 3rd in the local competition.
6. All plans must involve a business idea that is wholly original and based on the independent thinking of the applicant(s). Duplicating or copying an already existing/recognized business or franchise will not be allowed.
7. At the local, regional and provincial level, the judges' decision is final.
8. Unless the student has won first place locally, he/she cannot advance to the regional/provincial judging round.
9. Group submissions are limited to three students per plan.
10. Students/teachers should pre-register by Friday, April 24th, 2009. The form of intent may be faxed to 613-560-2102, emailed to mdesjardins@ocri.ca or dropped off at the Entrepreneurship Centre: 110 Laurier Ave West, Ground Floor.
11. The deadline for submitting business plans is Friday, May 29th, 2009. Plans may be submitted in person to the Entrepreneurship Centre, 110 Laurier Ave West, Ground Floor, by fax to 613-560-2102 or by email to mmiller@ocri.ca
12. Winners will be notified by telephone, no later than Monday, June 15th, 2009.

PRIZES:

The winner from each school will automatically become a finalist in the local competition.

Overall Winners will receive:

1 st Place Winner	\$200
2 nd Place Winner	\$100
3 rd Place Winner	\$75

Prizes will be divided equally between team members for students working as a group.

Ontario Secondary School Business Plan Competition

	Maximum Points
Title Page _____	1
Table of Contents _____	2
Executive Summary 1-2 pages Maximum _____	10
• Business Objectives	
• Description of Product or Service	
• Business Structure	
• Financial Requirements	
• Expected Sales	
• Overview of the Market	
Business Overview _____	15
• Type of Business (name, structure, location)	
• List of Registrations and Licenses	
• Type of Product/Services offered (unique qualities)	
• Identification of Trends and Barriers to Success, and the Company's Response	
• Customer Profile	
• Human Resource Plan	
• Operations	
Marketing Research _____	15
• Primary	
• Secondary (sources)	
• Target Market Analysis	
• Competitive Analysis	
• Expected Market Share	
• SWOT Analysis	
Marketing Plan _____	15
• Product (demand, physical aspects, benefit, image, etc.)	
• Price (production costs, competitor's prices, profit and volume, Break-even analysis)	
• Place (location, distribution channels, purchasing channels)	
• Promotion	
Financial Plan _____	20
• Start-up Budget	
• Sources of Required Funds	
• Monthly Cash Flow (1 year forecast)	
Viability _____	7
Creativity _____	7
Spelling and Grammar _____	4
Appendices _____	4
Total Score _____	100

Business Plan Competition Registration Form

Please fax completed form to 613-560-2102, drop off to the Entrepreneurship Centre, 110 Laurier Ave West, Ground Floor or email to mdesjardins@ocri.ca. The deadline for registration is Friday, April 25th, 2009

PLEASE NOTE: Business plans are due no later than Friday, May 29th, 2009

Business name _____

School _____

Teachers name _____

Student Contact Information

Student name _____

Number & Street _____ Apt.# _____

City/Town _____ Province _____ Postal Code _____

Phone Number _____ Alternate Number _____

Email _____

Applicant(s)Signature _____ Date _____

Student name _____

Number & Street _____ Apt.# _____

City/Town _____ Province _____ Postal Code _____

Phone Number _____ Alternate Number _____

Email _____

Applicant(s)Signature _____ Date _____

Student name _____

Number & Street _____ Apt.# _____

City/Town _____ Province _____ Postal Code _____

Phone Number _____ Alternate Number _____

Email _____

Applicant(s)Signature _____ Date _____