



Stu Clark

# **NEW VENTURE CHAMPIONSHIPS**

**Official Rule Document  
Graduate and Undergraduate**

Last updated: October 10, 2023

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## 1. General Competition Information for Graduate and Undergraduate

### a. Important Dates

Item	Date
Deadline to apply (executive summaries due)	Tuesday February 20, 2024, 11:59 PM CT
Teams informed of acceptance	Friday March 1, 2024, 2:00 PM CT
Video pitch due	Monday March 25, 2024, 11:59 PM CT
Written business plan due	Monday April 8, 2024, 11:59 PM CT
Competition	Thursday April 18 – Saturday April 20, 2024

### b. Introduction

The Stu Clark New Venture Championships is a business plan competition hosted by the Stu Clark Centre for Entrepreneurship located in the Asper School of Business at the University of Manitoba and is an exhilarating 3 day high-energy competition focused on entrepreneurship and student innovation.

Teams will compete with both their business plans and video pitches for over \$60,000 in cash prizes.

A written business plan and a recorded video pitch will be sent before the competition, and at the competition there will be the live business plan presentations.

This competition is open to all undergraduate and graduate students and has both undergrad and graduate level tracks.

### c. Prize Allotment

Business Plan Competition	Graduate Level	Undergraduate Level
First Place	\$20,000	\$10,000
Second Place	\$10,000	\$5,000
Third Place	\$5,000	\$2,500
Fourth Place	\$2,500	\$1,000

Video Pitch Competition	Graduate Level	Undergraduate Level
First Place	\$1,500	\$1,000
Second Place	\$1,000	\$750
Third Place	\$750	\$500

NVC Social Entrepreneurship Award	Graduate Level	Undergraduate Level
First Place	\$1,500	\$1,000

All prizes are in Canadian dollars. The represented university is the only entity that can receive payment from the University of Manitoba. There are no exceptions to this policy. Teams are encouraged to consult with their university regarding their disbursement policy.

## **2. Eligibility**

### **a. Graduate Student Eligibility**

- This competition is for full time or part time graduate level students enrolled in the current academic year.
- Teams are allowed to have 1 - 5 students. (Individual entries are allowed)
- Students from all graduate programs (not just MBA's) and PhD's are eligible to participate.
- Remember – your team is representing your school, and therefore each team **MUST** have the endorsement of a faculty or staff advisor at their school and must provide contact information for the advisor regardless of whether the advisor will participate with the team at the NVC.
- The faculty advisor may be contacted to attest to the eligibility of the team and is responsible the participating team adheres to the rules and guidelines, and acknowledges potential penalties for violations and infractions.
- Undergraduate students are permitted to compete on the team as long as the majority of students are at the graduate level.
- In the scenario where a team consists of individuals from various universities, it is necessary to select the name of a single university to apply and present with.
- Students are not allowed to compete at the NVC in multiple academic years using the same idea.
- All members of the team must have been students at some point during the current academic year, which is most Universities is September – August.

### **b. Undergraduate Student Eligibility**

- This competition is for full time or part time undergraduate level students enrolled in the current academic year.
- Teams are allowed to have 1 - 5 students. (Individual entries are allowed)
- Students played a major role in conceiving the venture
- Students from all undergraduate programs are eligible to participate.
- Each team **MUST** have the endorsement of a faculty or staff advisor at their school and must provide contact information for the advisor regardless of whether the advisor will participate with the team at the NVC.
- The faculty advisor may be contacted to attest to the eligibility of the team and is responsible the participating team adheres to the rules and guidelines, and acknowledges potential penalties for violations and infractions.
- In the scenario where a team consists of individuals from various universities, it is necessary to select the name of a single university to apply and present with.
- Students are not allowed to compete at the NVC in multiple academic years using the same idea.
- All members of the team must have been students at some point during the current academic year, which is most Universities is September – August.

### 3. General Notices for both Graduate and Undergraduate

- a. **Final Decisions:** Not every circumstance can be anticipated therefore The NVC Competition Director reserves the right to disqualify or penalize any team that violates the rules, regulations, or the spirit of the competition. Any unique circumstance regarding applications or the competition will be adjudicated by the NVC Competition Director.
- b. **Penalty for Team Withdrawal:** In the event that a team decides to withdraw from the competition prior to March 15th, 2024, the university will face disqualification from participating in the NVC for a duration of one year. Additionally, a formal notification will be sent to the Dean and faculty advisors to inform them of this breach.
- c. **Use of Materials:** The Stu Clark Centre for Entrepreneurship may use photocopies, photographs, video recordings including business plans, video pitches for promotional and educational purposes only, and by participating in the NVC you are giving your explicit permission for this.
- d. **Privacy Policy:** As some aspects of this competition are open to the public, data or information discussed or divulged throughout the competition is considered information that will enter the public domain, therefore teams requiring non-disclosure agreements (NDA's) should not participate. The NVC Judges are also prepped to not share or distribute any information or ideas they review. Any footage of the event can be used to marketing, PR and promotional materials.
- e. **Nature of Ventures:** Ventures must intend to be operating companies with corporate structures and financial statements that reflect real operation revenues and expenses. This is intended to exclude investment vehicles, partnerships, franchise, licensing and other pass through entities where returns are measured for investment value versus operating earnings.
- f. **Other:** The competition focuses on new, independent ventures in the seed, startup or early growth stages. Ventures cannot be buy-outs, expansions of existing companies, roll-ups, real estate syndications, tax shelters, franchise-based outlets, licensing agreements for distribution in a different geographical area and spin-outs from existing corporations.
- g. **University Licensed Technology:** Licensing technologies from universities or research labs is encouraged assuming there has been no previous commercialization. The key to this type of technology is demonstrating significant added value to the technology.
- h. **Faculty Advisor:** The faculty advisor may be contacted to attest to the eligibility of the team and is responsible the participating team adheres to the rules and guidelines and acknowledges potential penalties for violations and infractions.
- i. **Special Notices:** If a team needs to request approval for a special situation or exception to these rules or guidelines, the team point of contact should submit in writing explaining the situation to [amy.jones@umanitoba.ca](mailto:amy.jones@umanitoba.ca) for review.
- j. **Eligibility Questions:** Teams that have any questions about their eligibility should contact [amy.jones@umanitoba.ca](mailto:amy.jones@umanitoba.ca).

#### 4. Application Process for Graduate and Undergraduate

##### a. Steps:

- i. All applications must be submitted online through the Startup Tree portal. Each venture is required to create an account before submitting their application and executive summary.
- ii. Create a 1 – 2 page executive summary.
- iii. Submit application form by February 20, 2024 (11:59 PM CT)

#### 5. Submission Guidelines for Graduate and Undergraduate

- a. The executive summary must be submitted in Adobe Acrobat PDF format and named using this format: **ES\_CompanyName\_UniversityName.pdf**
- b. The executive summary will be uploaded to the Venture's Startup Tree application.
- c. Executive summaries will be judged on the aspects below. Failure to include one of the items below will result in a score of 0.
  - Outline of the magnitude of the problem
  - Outline of the solution
  - Market validation
  - Financial projections
  - Scalability
- d. **Page Limit:** Executive summaries should be 1 – 2 pages in length **plus** a cover page. Any pages after the 3 page limit will not be considered. The cover page should list.
  - Venture Name
  - Name of University
  - Student name and contact information
  - Advisor name and contact information
- e. **Font and formatting:** Format is 1.5 line spacing with 1 inch top, bottom, left and right margins and 12 point font. Line spacing only refers to the textual concept of the document and not to any graphs / worksheets / tables / pictures.

#### 6. Submission Guidelines – Written Business Plan for Graduate and Undergraduate

- a. The written business plan must be submitted in Adobe Acrobat PDF format and named using this format: **BP\_CompanyName\_UniversityName.pdf**
- b. The written business plan will be uploaded on Startup Tree through the venture's account.
- c. **Content Required:**
  - 1 page – Cover Page
    - Include Venture Name, Name of University, Student names & emails, faculty advisor name and contact.
  - 1 page – Table of Contents (optional)
  - 1 -2 pages – Executive Summary
  - 10 pages (maximum) – Main Report
  - 6 pages (maximum) – Appendices
  - 1 page – Citations

- d. Page Limit:** The written business plan can not be longer than 21 pages following the format above. Plans with fewer than 6 pages of appendices can not use the remaining pages to increase the length of the written business plan.
- e. Font and Formatting:** Format is 1.5 line spacing with 1 inch top, bottom, left and right margins and 12 point font. Line spacing only refers to the textual concept of the document and not to any graphs / worksheets / tables / pictures. All pages need to be numbered.
- f. Suggested Guidelines:**
- i. Executive Summary
    - Standalone overview of the business
  - ii. Magnitude of the Problem
    - Is this a major problem? National, local or global?
  - iii. Outline of the Solution
    - Does the product solve the problem
    - Is the product protected (IP)
    - Status (proof of concept / prototype)
  - iv. Market validation / competition
    - Is there a clear market need?
    - Will customers pay a premium?
    - Competitive landscape
  - v. Operational plan
    - Actual intent to set up operations
    - Viable plan to set up operations
    - Ongoing operational capability
  - vi. Marketing and distribution
    - Effective marketing strategy
    - Effective advertising strategy
    - Clear distribution channels / strategy
  - vii. Management team
    - Is team experienced and capable?
    - Able to overcome risks and changes
    - Proper board or advisory board
  - viii. Financial viability / scalability
    - Attractive revenue / expense margins
    - Realistic start-up costs
    - Scalable product or service
    - Financial projections / returns
    - No cash flow or balance sheet issues
    - Realistic funding / capital structure
    - Attractive investor returns
  - ix. Other
    - Intellectual property
    - Timeline for implementation
    - Realistic
    - Professional

- Convincing strategy

## 7. Video Pitch Competition

- a. **What is it?** The purpose of a video pitch is to succinctly and effectively communicate a compelling message about a product or service within **one minute**. It serves as a concise and persuasive summary that grabs the attention of the judges and leaves a lasting impression. The goal is to convey key information, generate interest, and initiate further conversation or engagement. Teams will send the video pitch before the Competition and the video pitches will be shown on a large screen at the Welcome Reception.
- b. **How to name your video pitch:** Videos must be shot in landscape format and in .mp4 or .mov file format and named as **VP\_CompanyName\_UniversityName.mp4**
- c. **Where to upload:** Email all video pitches to [amy.jones@umanitoba.ca](mailto:amy.jones@umanitoba.ca). If your file is too large to send by email some alternate options are wetransfer or dropbox or google drive and direct them to [amy.jones@umanitoba.ca](mailto:amy.jones@umanitoba.ca)
- d. **Guidelines:**
  - i. Remember first and foremost it's about your content.
    - Are you clearly stating your problem, solution and is there a market?
    - Are you leaving the judges wanting to know more?
  - ii. Secondly it's about creativity.
    - You can get creative by using images, videos, prototype demonstrations, music, testimonials etc.
- e. **Time Limit:** Videos are 1 minute pitch hard stop. Any additional footage extending past the one minute mark will not be viewed by the judges.
- f. **Rules:**
  - i. **Student involvement:** It is required to visually show at least one student in the video speaking about the venture. Additionally, a team with multiple members speaking is also permitted.
  - ii. **No Voiceovers:** Judges must be able to visually see a student and voiceovers are not allowed.
  - iii. **Time:** The video can be no longer than 60 seconds.
  - iv. **Format:** Shot in landscape format in .mp4 or .mov file format
  - v. **Professional Attire:** (Recommended) While not mandatory, dressing in business attire is recommended to present a professional image during the elevator pitch

## 8. Business Plan Presentation

All teams will present their business plan at the competition in front of a set of judges in a business plan presentation format. Teams will be required to send their slide deck prior to the competition.

- a. **Format:**
  - i. 15 minute presentation hard stop
  - ii. 10 minute Q & A & feedback from the judges



- b. Slide Decks:** It is required for all teams to send their slide deck prior to the competition to [amy.jones@umanitoba.ca](mailto:amy.jones@umanitoba.ca) .Slide decks are required to be in PowerPoint Format.
- c. How to Name your Slide Deck:** Each slide deck sent in should be named in the following format **SD\_CompanyName\_UniversityName.pptx**
- d. Other:**
  - i. Prototypes, iPhone apps etc. are allowed in the presentation.
  - ii. All slide decks will be loaded into the teams presenting rooms and teams are provided a clicker. There will be an AV specialist in the room to assist with audio etc.
  - iii. A hard stop means that as soon as the timer in the room rings the bell, the individual speaking must stop talking immediately.
  - iv. Teams may only videotape or record their own presentation.
  - v. Only members who actively present can participate in the Q & A discussion.
  - vi. Teams are allowed to watch other teams present.
  - vii. Each room will have a room moderator and a room timer. The room timer will hold up signs indicating how much time is remaining in the presentation.