



2020

INTRODUCTION – HOW TO ENTER- DEADLINES- SUBMISSIONS

INTRODUCTION:

The PitchIt! Minto Business Plan Competition started in 2012 in an effort to grow small businesses in Minto and increase awareness of the resources available. In 2020 the Town of Minto in partnership with LaunchIt Minto and our generous sponsors are proud to continue to host PitchIt! 2.0. The competition continues to be geared towards entrepreneurs that wish to open, purchase, expand or re-locate a business within the Town of Minto. After the success of last year's event we are once again going to have prizeing for the winner, all finalists and a pool of prizeing that can be customized based on the needs of the businesses. Over \$25,000 in prizes will be awarded in our biggest PitchIt Business Plan Competition yet!

HOW TO ENTER:

To enter, applicants must fill out the application form attached. Once the application has been filled out, the applicant must send it in along with the Executive Summary by Tuesday April 15, 2020 to the Town of Minto Administration Office. Finalists will be required to attend one training session "New Business Review. Failing to do so will result in their removal from the contest.

IMPORTANT DEADLINES:

Tuesday April 15, 2020	Deadline to submit Application and Executive Summary
Friday April 17, 2020	Announcement of Pitch It! Minto Business Plan Competition Finalists
Monday April 27, 2020 9 am-12 pm	Mandatory Training Session: New Business Review & Pitch Camp
Friday May 29, 2020	Deadline to submit Written Business Plans
Monday June 8, 2020	Presentations and Q&A session with Judges
Tuesday June 16, 2020	Announcement of Pitch It! Minto Business Plan Competition Winner at Council

WHERE TO SUBMIT:

Submissions can be

- Emailed to belinda@town.minto.on.ca
- Dropped off or mailed to the Town of Minto Administration Office (5941 Hwy 89 Harriston, ON NOG 1Z0) between 8:30 AM – 5:00 PM, Monday to Friday in accordance to the deadlines listed above.

GENERAL INFORMATION - REQUIREMENTS & ELIGIBILITY

GENERAL INFORMATION:

Intellectual Property - The Minto Business & Economic Manager and the panel of judges fully understand the importance of intellectual property and will not disclose sensitive information to anyone. We will ensure that we make every effort to limit distribution of Business Proposals.

Business Composition - Entrepreneurs are expected to:

- (1) be the driving force behind the new venture,
- (2) have played the primary role in developing the business plan,
- (3) have key management roles in the venture

Previous Finalists – Businesses that have entered the PitchIt Business Plan competition previously may still enter the PitchIt Business Plan Competition pending the Business is proposing an expansion in the form of additional: employees, square footage or product lines.

Previous Winners – Businesses that have previously won the PitchIt Business Plan competition are not eligible to enter the contest in an effort to allow others the opportunity.

REQUIREMENTS & ELIGIBILITY:

Applicants will be required to develop a thorough and structured business plan outlining the details of their proposed venture.

Nature of Venture - The competition is geared towards entrepreneurs that wish to open a new business venture, purchase an existing business, expand an existing business or re-locate an existing business within the Town of Minto.

Business Plan - Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

Presentation - After submitting the written Business Plan, the entrepreneurs will be asked to prepare a 15 minute oral presentation to be delivered to the Minto Business & Economic Manager and the panel of Judges.

EXECUTIVE SUMMARY – WRITTEN BUSINESS PLAN

EXECUTIVE SUMMARY:

General Guidelines - The Executive Summary should be two pages double-spaced, 12 point font, and 1” margins on all sides.

Contents of the Executive Summary -

- The Opportunity
- The Business Idea
- Financial Highlights
- The Risks
- The Sustainable Competitive Advantage
- The reason your proposal should be considered for this competition

WRITTEN BUSINESS PLAN:

General Guidelines - Written Business Plans should be double-spaced, 12 point font, and 1” margins on all sides. The written report should include the executive summary and financial data. Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

Contents of the Written Business Plan (but not limited to) -

- Title Page & Table of Contents
- Executive Summary
- Product or Service Description
- Objectives
- Market Description
- Market Analysis (market size and potential market share)
- Sales and Marketing Plan (how you will go-to-market)
- Competitor Analysis (competitors and your competitive differentiation)
- Operations
- Management Team and/or Advisors, including relevant experience
- Financial Highlights
- Appendices

Business Plan Financial Data - *Financial data should include a cash flow projection, balance sheet and profit/loss statement.* This data should be included in a summarized fashion in the main section of the Business Plan

ORAL PRESENTATION - CONDITIONS OF ACCEPTANCE

ORAL PRESENTATION:

General Guidelines - Oral presentations will take place at LaunchIt Minto (1 Elora St. N. Unit 4 Harriston), with a maximum time limit of 15 minutes.

Supporting Documentation - Applicants must submit supporting documentation (copy of audio/visual material) to the Economic Development Department prior to the date of their presentation.

Q&A Session - There will be a 10 minute Q&A session following the Oral Presentation. This is the time that the Minto Business & Economic Manager and the panel of Judges will use to find out more information about your business venture.

SELECTION OF A WINNER: The Winner of PitchIt 2.0 will receive over \$7,000 in cash and prizes and could also receive additional prizing from the pool of prizes.

The Judging panel will evaluate Business Plans on the following basis -

- Reasonable opportunity for success of the business
- Business meets an identifiable need in the community
- Impact of the Business on the local community (i.e. sourcing local, hiring)
- Business has identified and allocated proposed resources to be successful
- Business has a believable competitive advantage
- Business has a sound target market analysis
- Strong experienced management team
- Realistic timeframe for business growth

A copy of the judging criteria is included in this package.

CONDITIONS OF PRIZE ACCEPTANCE:

All prizes will be issued to the business name and therefore, in order to obtain the prizes, the businesses must open, expand or relocate a business within the Town of Minto within six months of being named the winner. The prizes will be awarded upon the first day the business is open to the public.



PRIZES

PRIZES:

The Total Cash & Prize Value for PitchIt 2.0 based on 5 Finalists is over \$25,000. Thanks to our generous sponsors for their support in helping grow businesses in Minto!

WINNER - Total Value of Cash & Prizing \$7,082

- \$1,500 Start-Up Capital
Courtesy of Saugeen Economic Development Corporation
- Free for a Year Banking Package (\$465 Value)
Courtesy of Libro Credit Union
Includes: Business 60 Current Account, Line of Credit Fee (if applicable), Small Safety Deposit Box, and Coaching
- One year membership to the SEDC All Inclusive Business Excellence Training Program (\$2,000 Value)
Courtesy of Saugeen Economic Development Corporation
Includes: 20 online training videos, monthly interactive training workshops, bi-annual business coaching, monthly success tips newsletter, quarterly tax tips newsletter, lending library, personal business mentor (when available)
- One year free membership with the Minto Chamber of Commerce (\$192 Value)
Courtesy of the Minto Chamber of Commerce
- Advertising Package (\$500 Value)
Courtesy of Country 93
- 15 X 30 Second Reach Plan - Commercials (\$675 Value)
Courtesy of AM 920 CKNX, FM 94.5 Classic Rock & FM 101.7 The One
- Coaching Package- 5 sessions (\$500 Value)
Courtesy of Business Centre of Guelph Wellington
- 3 Months of Free Internet Service & Feature of Competition and Winning Business on Wightman Community Channel (\$1,250 Value)
Courtesy of Wightman

ALL FINALISTS - Total Value of Prizing for Each Finalist \$2,042

- 1/8 page ad in the North Wellington Community News and 250 Business Cards (\$200 Value)
Courtesy of Wellington Advertiser/Fergus Printing
- One year free membership with the Minto Chamber of Commerce (\$192 Value)
Courtesy of the Minto Chamber of Commerce
- Business 60 Current Account & Coaching
Courtesy of Libro Credit Union (\$300 Value)
- Feature of Competition and Business on Wightman Community Channel (\$350 Value)
Courtesy of Wightman
- 6 month membership to the SEDC All Inclusive Business Excellence Training Program (\$1,000 Value)
Courtesy of Saugene Economic Development Corporation
Includes: 20 online training videos, monthly interactive training workshops, bi-annual business coaching, monthly success tips newsletter, quarterly tax tips newsletter, lending library, personal business mentor (when available)

CUSTOMIZED PRIZE POOL – Total Value of Prize Pool \$6,574

- Advertising Package (\$500 Value)
Courtesy of Country 93
- 1 Year Free Business Banking Package & Access to a Business Account Manager for 1 year. (\$1,200 Value)
Details on Banking Premium Banking Package
<https://www.rbcroyalbank.com/business/accounts/ultimate-business-account.html>
Courtesy of RBC Royal Bank
- 500 Full Colour Business Cards (\$60 Value)
Courtesy of Innovative Inc.
- One Sixth Page Ad in the Rural Route (\$314 value)
Courtesy of Innovative Inc.
- \$500 Cash
Courtesy of the Town of Minto Economic Development & Planning Committee
- \$500 Cash
Courtesy of the Minto Chamber of Commerce
- \$500 Cash
Courtesy of Mayor George Bridge

- \$300 Ad Package
Courtesy of FM 88.7 The River
- \$200 Weather Tag Package
Courtesy of FM 88.7 The River
- \$1,000 worth of OSIM Marketing Services, excluding Ad Buy. Website, Social Media Management, Website Hosting (\$1,000 Value)
Courtesy of OSIM Interactive
- **3 PACKAGES AVAILABLE!**
 - 1 Month of Free Internet Service & Feature of Competition and Business on Wightman Community Channel (\$500 Value per Business)
Courtesy of Wightman

BONUS PRIZE POOL (These prizes will be given away based on business plan fit with property, if there is not a fit the prize may not be given away)

- Restaurant Opportunity – 62 Elora St. S.
 - 4 months of Free Rent (not including utilities or water/sewer fees) (\$2,000 Value)
Courtesy of Ryan and Chantelle Koeslag

RESTAURANT OPPORTUNITY

Rent and/or Operate!

Koeslag Consulting Inc. (KCI) is in the process of acquiring an office space in downtown Harriston, Ontario. This office space is adjacent to a restaurant which is fully-equipped, operational, and up-to-date certified for public restaurant purposes. KCI is an administrative consulting business, specializing in non-profit business operations. Our main clients include the Ontario Bean Growers, the Canadian Mushroom Growers' Association, and the Ontario Agricultural Commodity Council. KCI is excited to move operations to Harriston and is looking to partner with a restaurateur.

KCI is looking for an energetic food-lover and restaurateur to either rent and/or operate a small restaurant. The boutique restaurant is located at 62 Elora Street South in Harriston, Ontario (formerly known as South Street Cafe). The new restaurant name is TBD. Individuals interested in offering a locally-sourced menu will be prioritized. Preference will also be given to those willing to offer mushroom and bean dishes. An ideal candidate would be willing to either own/operate a restaurant with regular and predictable hours.

Let's Make this Work!

If cooking is more your forte and you require assistance with the "business" side, we would be willing to work/assist the individual on the business portion of the restaurant including: bookkeeping, HR, advertising, general administration etc.

New Look!

Renovations are planned for the exterior of the building, which will include new windows and a modernized look to increase the curbside appeal. Renovations to the interior, including expanding the table space, could also be discussed.

Are You Out of Town and Willing to Relocate?

An apartment is available for rent just above the restaurant. The clean and quaint apartment features a kitchen, 3-piece bathroom, an eating area, living room, two bedrooms, and a private entrance.

Qualifications for Restaurateur:

- Experience working in, or operating a successful restaurant;
- Experience and/or qualifications in culinary arts;
- Detail-oriented, organized, and customer focused;
- Demonstrate critical thinking skills;
- Experience managing people in a fast-paced and stressful work environment;
- Ability to work under tight deadlines;
- Ability to be proactive and work independently;
- Strong planning, organizing and prioritizing skills;

Timing:

Ideally restaurant to be operational by May or June 2019

More information and a Conversation:

Please contact Ryan Koeslag at ryan@mushrooms.ca indicating intention and ability to meet the criteria above.





SPONSORS



MAYOR GEORGE BRIDGE



INNOVATIVE



NORTH WELLINGTON Community News



RBC
Royal Bank



BUSINESS
CENTRE
GUELPH-WELLINGTON



BUSINESS PLAN RESOURCES

There are numerous business resources available within our community and surrounding areas to assist with your business plan.

Town of Minto Economic Development Office
Belinda Wick-Graham, Manager of Economic Development
5941 Hwy 89, Harriston, ON NOG 1Z0
519-338-2511 ext 241
belinda@town.minto.on.ca
www.town.minto.on.ca

LaunchIt Minto & Minto Chamber of Commerce
Somer Antonopoulos, Business Development Coordinator
1 Elora St. N. Unit 4 Harriston, ON NOG 1Z0
519-510-7400
www.launchitminto.com

Saugeen Economic Development Corporation
Rose Austin, Business Manager
515 Mill St., Neustadt, ON NOG 2M0
1-877-335-7332
rose@sbdc.ca
www.sbdc.ca

Business Centre of Guelph Wellington
Kristel Manes, Executive Director
14 Macdonell St. Unit 100, Guelph, ON N1H 2Z3
1-866-744-8344
success@guelphbusiness.com
www.guelphbusiness.com

Canada Business Ontario
1-888-745-8888
www.canadabusiness.ca

2020 APPLICATION FORM

Complete this application form and submit it with a copy of your Executive Summary.

Business Name: _____

Primary Contact: _____

Address: _____

Telephone: _____

Email: _____

Brief Business Description:

I agree to participate in the “New Business Review & Pitch Camp” on April 27th.

Failure to do so will result in your removal from the contest.

Should you be selected as a Finalist, the Judges will determine based on your business plan, presentation and this question the customized prizes that will best suit the different finalists needs to ensure they are as successful as they can be. Please complete this question.

The support that my business needs most is:

(Rank from 1 – 7 with 1 being the most support needed and 7 being the least support needed)

Business Training, Coaching & Mentorship

Banking Packages

Radio Advertising

Start-Up Cash (Highlight what the cash would be used for)

Website Development & Support

Print Advertising

Internet/TV Advertising

Due to the new Personal Information Protection and Electronic Documents Act that took effect January 2004, this release is needed for the use of some/all information and photography in the event that this business plan may win the 2020 Pitch It! Minto Business Plan Competition.

I, _____, hereby, agree to the release of all information and photography used in the making of the 2020 Pitch It! Minto Business Plan Competition and any other materials utilized by the Town of Minto and the Pitch It! Minto Business Plan Competition.

2020 Judges Evaluation

Viability of the Business 60%

- | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. Clear statement of what the business does | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business meets an identifiable need in the community | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Identified and allocated resources to be successful | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Has a management team (entrepreneur) capable of executing | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Sustained competitive advantage is possible
Can answer: Who are the competitors and why better? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. Business has a sound target market analysis | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. Realistic timeframe for business growth | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. Reasonable opportunity for success of the business | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /80

Presentation and Ability to Answer Judges' Questions 15%

- | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. Understandable presentation that addresses all the main criteria | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Able to listen and respond to questions | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Demonstrates passion for the idea | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /30

Written Business Plan 15%

- | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. A professional, organized and coherent document | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Financial projections are realistic | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Would warrant an investor moving to the next level | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /30

Impact on the Community 10%

- | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|---|----|
| 1. Business is creating new jobs or part-time to full-time positions | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business is sourcing products locally | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /20