



2022

INTRODUCTION – HOW TO ENTER- DEADLINES- SUBMISSIONS

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**INTRODUCTION:**

The PitchIt! Minto Business Plan Competition started in 2012 to grow small businesses in Minto and increase awareness of the resources available. After pausing the event in 2021 the Town of Minto, in partnership with LaunchIt Minto and our generous sponsors are proud to continue to host PitchIt! 2.0. New this year the competition will be geared towards entrepreneurs that wish to open, purchase or re-locate a business within the Town of Minto. Once again, we are going to have prize money for the winner, all finalists and a pool of prize money that can be customized based on the needs of the businesses. Over \$32,000 in prizes will be awarded in our 2022 PitchIt Business Plan Competition

**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 Monday May 9, 2022, to the Town of Minto Administration Office. Finalists will be required to attend one training session “New Business Review & Pitch Camp”. Failing to do so will result in their removal from the contest.

**IMPORTANT DEADLINES:**

Monday May 9, 2022	Deadline to submit Application and Executive Summary
Wednesday May 11, 2022	Announcement of Pitch It! Minto Business Plan Competition Finalists
Tuesday May 24, 2022 9 am-12 pm	Mandatory Training Session: New Business Review & Pitch Camp
Friday June 24, 2022	Deadline to submit Written Business Plans
Thursday June 30, 2022	Presentations and Q&A session with Judges
Tuesday July 5, 2022	Announcement of Pitch It! Minto Business Plan Competition Winner at Council

**WHERE TO SUBMIT:**

Submissions can be

- Emailed to [belinda@town.minto.on.ca](mailto:belinda@town.minto.on.ca)
- Dropped off or mailed to the Town of Minto Administration Office (5941 Hwy 89 Harriston, ON N0G 1Z0) between 8:30 AM – 5:00 PM, Monday to Friday in accordance with the deadlines listed above.

## GENERAL INFORMATION - REQUIREMENTS & ELIGIBILITY

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### GENERAL INFORMATION:

**Intellectual Property** - The Minto Director of Economic & Community Development 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

### 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, 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 Director of Economic & Community Development and the panel of Judges.

### MANDATORY TRAINING SESSION:

**TUESDAY MAY 24, 2022, 9AM – 12 PM at Launchit Minto (1 Elora St. N. Unit 4)**

In this 3-hour workshop, the focus is on identifying what you need to get started on your entrepreneurship path. Special focus is given to introducing you to the tools of success that turn an idea into a business. Completing this workshop will give you the tools you need to create a [Business Model](#) canvas as a precursor to a business plan.

Additionally, you may be introduced to additional workshops to help your business get to the next level.

- Identify the business model
- Initial steps in validating your business idea
- Find your target market
- Develop marketing strategies
- Learn what you need to know about financing
- Introduction to business planning

## EXECUTIVE SUMMARY – WRITTEN BUSINESS PLAN

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### 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

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### 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 Director of Economic & Community Development 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 \$6,785 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, to obtain the prizes, the businesses must open or be relocated 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

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### PRIZES:

The Total Cash & Prize Value for PitchIt 2.0 based on 4 Finalists is over \$32,000. Thanks to our generous sponsors for their support in helping grow businesses in Minto!

### WINNER - Total Value of Cash & Prizing \$6,785

- \$1,500 Start-Up Capital  
Courtesy of Saugeen Economic Development Corporation
- \$500 Cash  
Courtesy of Mayor George Bridge
- 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
- Advertising Package (\$1,200 Value)  
Courtesy of Country 93
- 65 X 30 Second Prime Time Ads (\$1,000 Value)  
Courtesy of FM 100.1 The Ranch
- 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
- 10% Discount on any swag/promotional items (pens, calendars, caps, clothing, etc.)  
Courtesy of WC Smith Wholesale
- Pizza Party (\$50 Value)  
Courtesy of Clifford Takeout

- **ANxTK Branding Session (Value \$395)**  
Includes 1 hour session photography with Ashley Noble Photography, Initial Brand Consult, Brand Questionnaire, Branding Session Guide includes: Collaborative Vision Board, Creative Direction, Branding Assets and Props, Assistance with Outfit Curation (2-3), Minimum of 60 edited images in an online gallery. For Social Media Content, Website Photos, Headshots and more!  
Courtesy of Ashley Noble Photography and Taylor Keunen Creative Studio
- **3 Months of Free Internet Service (\$500 Value)**  
Courtesy of Wightman

## ALL FINALISTS - Total Value of Prizing for Each Finalist \$4,642

- 1/8-page ad in the North Wellington Community News and 250 Business Cards (\$200 Value per Business) Courtesy of Wellington Advertiser/Fergus Printing
- One-year free membership with the Minto Chamber of Commerce (\$192 Value per Business) Courtesy of the Minto Chamber of Commerce
- Business 60 Current Account & Coaching  
Courtesy of Libro Credit Union (\$300 Value per Business)
- Feature of Competition and Business on Wightman Community Channel (\$350 Value per Business)  
Courtesy of Wightman
- Receive 3 of the Business Resurgence Programs for Free + 6-month sign-up for monthly newsletter and quarterly tax tips (\$3,600 Value per Business)  
Courtesy of Saugeen Economic Development Corporation  
Program Choices include Business Profit Optimizer, Business Advisor, Quick Books Online, Digital Marketing Coach, Boomer Plus, Excellence in Manufacturing

## CUSTOMIZED PRIZE POOL – Total Value of Prize Pool \$6,729

- 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.
- 1/6- 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 Saugeen Economic Development Corporation
- \$300 Ad Package  
Courtesy of FM 88.7 The River
- \$200 Weather Tag Package

Courtesy of FM 88.7 The River

- \$1,000 Digital Marketing Package - select between website, hosting, google ads management services.  
Courtesy of OSIM Interactive
- 6-Month Launchit Membership – includes Free Board and Meeting Room rentals, drop-in and use our co-working space, receive discounts on training sessions (\$1,450 Value)  
Courtesy of Launchit Business Exploration Centre
- \$150 Gift Certificate towards Signage  
Courtesy of Raynbow Signs
- **Business Mini Session with Delaney Norman Photography;**  
Free business-related mini photography session with Delaney Norman Photography - the value of \$75.00 +. This may include; casual headshot(s), store interior and exterior shots, products, staged performed services, and any other photos that may highlight key features of your business.  
Courtesy of Delaney Norman Photography (\$75 Value)
- **3 PACKAGES AVAILABLE!**
  - 1 Month of Free Internet Service (\$160 Value per Business)  
Courtesy of Wightman



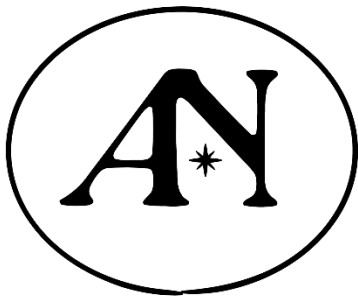


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RBC Royal Bank



BUSINESS CENTRE GUELPH-WELLINGTON





## BUSINESS PLAN RESOURCES

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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, Director Economic & Community Development  
5941 Hwy 89, Harriston, ON NOG 1Z0  
519-338-2511 ext 241  
[belinda@town.minto.on.ca](mailto:belinda@town.minto.on.ca)  
[www.town.minto.on.ca](http://www.town.minto.on.ca)

LaunchIt Business Exploration Centre & 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](http://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](mailto:rose@sbdc.ca)  
[www.sbdc.ca](http://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](mailto:success@guelphbusiness.com)  
[www.guelphbusiness.com](http://www.guelphbusiness.com)

Canada Business Ontario  
1-888-745-8888  
[www.canadabusiness.ca](http://www.canadabusiness.ca)

## 2022 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:

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I agree to participate in the “New Business Review & Pitch Camp” on May 24, 2022.

*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	<input type="checkbox"/>	Banking Packages	<input type="checkbox"/>
Radio Advertising	<input type="checkbox"/>	Start-Up Cash (Highlight what the cash would be used for)	<input type="checkbox"/>
Website Development & Support	<input type="checkbox"/>	Print Advertising	<input type="checkbox"/>
Internet/TV Advertising	<input type="checkbox"/>		

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 2022 Pitch It! Minto Business Plan Competition.

I, \_\_\_\_\_, hereby, agree to the release of all information and photography used in the making of the 2022 Pitch It! Minto Business Plan Competition and any other materials utilized by the Town of Minto and the Pitch It! Minto Business Plan Competition.

## 2022 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<br>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**