THE MCGILL DOBSON CUP 2019 GUIDELINES

The McGill Dobson Cup powered by National Bank (Dobson Cup) is McGill’s flagship startup competition that enables emerging McGill entrepreneurs to compete from a pool of over $150,000 in prize money. Dobson Cup teams will also benefit from the opportunity to present their ideas to a panel of world-class entrepreneurs and judges who will offer guidance on how to move their startups forward. The Dobson Cup begins with the submission of two documents: an application form and a 5-page startup plan (submission window opens in early December and is due by mid-January), followed by rounds of pitching and judging in the Semi-Finals (mid-February) and Finals (end of March). Winners of the Dobson Cup will be announced in early April.

ALL MATERIAL AND INFORMATION SUBMITTED IN RELATION TO THE MCGILL DOBSON CUP SHOULD BE NON-CONFIDENTIAL IN NATURE AND YOU HEREBY AGREE THAT YOUR INFORMATION MAY BE MADE AVAILABLE TO THE PUBLIC.

THE MCGILL DOBSON CUP ASSUMES NO RESPONSIBILITY TO PROTECT INTELLECTUAL PROPERTY RIGHTS ISSUES THAT MAY ARISE. IT IS THE INDIVIDUAL TEAM’S RESPONSIBILITY TO PROTECT THEIR INTELLECTUAL PROPERTY. ALSO, IT IS THE INDIVIDUAL TEAM’S RESPONSIBILITY TO ENSURE THAT THERE IS NO VIOLATION OF INTELLECTUAL PROPERTY RIGHTS BELONGING TO THIRD PARTIES.

TEAM STRUCTURE

In order to be eligible to apply to the Dobson Cup, at least one founder of the team must have a McGill affiliation, meaning any of the following:

- enrolled in an undergraduate program at McGill in any faculty;
- enrolled in a graduate program at McGill in any faculty;
- enrolled in a post-graduate certificate program at McGill (e.g. School of Continuing Studies);
- staff, faculty or postdoctoral position at McGill in any faculty;
- McGill Alumni* from any faculty.

*If the sole McGill affiliation on a team is a McGill Alumni, they must have graduated within the last 10 years - the cut-off point is January 31, 2009.

TEAM SIZE

1. The maximum number of team members allowed to present for the Dobson Cup is five, though there is no restriction on the total size of the company.
2. Only these five team members can register for the competition and pitch.

COMPANY OWNERSHIP

1. McGill affiliated team members are expected to also own equity in the company. It is anticipated that McGill affiliated team members on the Dobson Cup team should own at least 20% of the equity that is allocated to the management team OR at least 10% total equity. In the case that an equity split has not yet been made, this rule does not apply.
2. For teams without an equity split, the McGill Dobson Centre for Entrepreneurship suggests all McGill affiliated team members seek to own at least 20% of the company. One objective of this rule is to exclude teams who solicit the help of McGill affiliated individuals and give little or no equity, in order to meet eligibility requirements.
3. A team is also ineligible if they have raised more than $150,000 for their company from sources other than friends and family.
TEAMS WHO HAVE PREVIOUSLY ENTERED THE DOBSON CUP
A team cannot compete in two consecutive Dobson Cups with the same idea, unless very significant progress & development from the previous year can be demonstrated. Team members who have also won prize money in previous Dobson Cups are not allowed to enter in subsequent years.

- The Dobson Cup is only open to teams that are less than three years old as of Thursday, January 31, 2019.
- The Dobson Cup does not take any equity in your company.
- If it is discovered that misleading or falsified personal, company, or other information has been submitted to the Dobson Cup, the McGill Dobson Centre for Entrepreneurship reserves the right to disqualify the whole team from the Dobson Cup at any point in time and without any warning. All decisions are final.
- All requirements outlined in this document must be met in order to participate in the Dobson Cup. Failure to comply may lead to disqualification at the discretion of the Dobson Cup organizing team.

DEADLINES
- It is highly recommended that teams submit their application form and startup plan at least 24 hours before the deadline date of 11:59 PM, EST, Wednesday, January 16, 2019. The link to apply and compete in the Dobson Cup can be found at www.mcgill.ca/dobsoncup
- Startup plans will NOT be accepted after the specified deadlines.
- If any portion of a startup plan is received after 11:59 PM on the final day of registration, the Dobson Cup reserves the right to deny entry into the competition.

ADMINISTRATION
- The 5-page startup plan limitation should NOT be exceeded, as those startup plans will not be considered. Please see Page 8 for further information.
- The SEMI-FINALS and FINALS pitches are not open to the public. The only people allowed in the rooms during the pitches are team members, judges and McGill Dobson Centre for Entrepreneurship personnel.
- At least one member per team must be present to pitch in person. NO Skype or video conferencing allowed.
- Your team does NOT need to be a registered company to enter to compete in the Dobson Cup. However, IF your team ends up making it to the Finals on March 27, 2019 AND win prize money on April 4, 2019 only then will you have to register your company. Prize money will only be paid to registered companies with bank accounts in Canadian funds with no exceptions. If your company is not registered please visit https://www.incorporate-in-canada.com/ for help.
- No confidentiality agreements or non-disclosure agreements (NDAs) will be signed by anyone acting as a judge or working for the Dobson Cup organizing team. All information disclosed in startup plans and pitches is considered public information.
- Upon entering the Dobson Cup, teams are expected to be available for all competition dates and workshops as outlined in the Key Dates section, including the Awards Ceremony on Thursday, April 4, 2019.
- The decisions of the judges are final and the enforcement of the rules of the competition is solely at the discretion of the judges and the McGill Dobson Centre for Entrepreneurship.
- By submitting an application form and a 5-page startup plan to the Dobson Cup, teams agree that their information can be stored on McGill servers, other cloud-based servers, as well as other electronic storage spaces and devices.
- If appropriate, the Dobson Cup reserves the right to switch teams to another track.

MEDIA RELEASE
In exchange for allowing you to enter the Dobson Cup, you hereby:
- Grant us the right to film, tape, sound record and/or photograph specific activities in connection with the Dobson Cup and (if applicable) any prizes provided. However, you will be made aware of any filming or photographs to be taken of your team. If you do not want the Dobson Cup to film, tape, sound record and/or photograph your team, the Dobson Cup will respect your wishes.
- Agree that we may use your name and/or likeness, voice, photographs and/or video footage of you, biographical information provided by you and/or any statement made by you concerning the Dobson Cup and/or the prize(s) in connection with publicizing the Dobson Cup.
DEFINITION OF DOBSON CUP TRACKS

HEALTH SCIENCES (HS) TRACK - DEFINITION
Startups in the Health Sciences (HS) Track build primarily on research and technology in the sciences of biology, chemistry, physics, medicine and dentistry as well as a variety of multidisciplinary fields to improve health, prevent and cure diseases, and understand how humans and animals function. It focuses on the design and evaluation of medical, technological, behavioural and organizational interventions as well as the application of that knowledge to improve health and patient centred health care, and to ultimately improve the quality of life.

SOCIAL ENTERPRISE (SE) TRACK – DEFINITION
Social Enterprise applies an entrepreneurial approach to addressing social issues and creating positive community change. Whether operated by a non-profit organization or by a for-profit company, a social enterprise has two primary goals: to achieve social, cultural, community, economic and/or environmental outcomes; and, to earn revenue. As such, startups in the Social Enterprise (SE) Track are generally revenue-generating businesses with primarily social objectives. Their surpluses are reinvested for that social purpose in the business or in the community, rather than being driven by the need to deliver profit to shareholders and owners.

SMALL & MEDIUM ENTERPRISE (SME) TRACK - DEFINITION
Startups in the Small & Medium Enterprise (SME) Track focus on addressing local and regional markets only. Size may vary, and SME entrepreneurs are those that value personal independence, cashflow and lifestyle over exponential growth. The jobs that they create are generally non-tradable, meaning jobs are generally performed locally and cannot be outsourced. A distinct feature of an SME startup is that they mainly focus on local markets.

INNOVATION DRIVEN ENTERPRISE (IDE) TRACK - DEFINITION
Innovation Driven Enterprise (IDE) Track startups generally build their business upon a technology, science or idea that will give them a significant or radically disruptive advantage compared to their peers. They endeavour to service markets that go well beyond the local market (regional or global). More time and capital is generally required versus SME enterprises, as exponential growth is sought to eventually serve global markets.
KEY DATES & RESOURCES

Application forms and 5-page startup plans will be accepted between Monday, December 3, 2018 - Wednesday, January 16, 2019. The online registration form during those dates is located at www.mcgill.ca/dobsoncup.

Teams moving onto the SEMI-FINALS will be directly notified on Monday, January 28, 2019. This information will also be made public and posted on dobsonchronicles.com and shared across the McGill Dobson Centre for Entrepreneurship’s social media channels.

The Dobson Cup aims to support all teams throughout the development of their startup. For this reason, we expect all teams to be present at the following events and workshops. More information as well as registration links can be found at mcgill.ca/dobson:

1. McGill Dobson Cup 2019 Welcome Reception, Wednesday, January 30, 2019 6PM-8PM;
2. How to Pitch Your Startup, Thursday, February 7, 2019 6PM-8PM;
3. Startup Financials and How to Raise Money, Thursday, February 14, 2019 6PM-8PM.

We encourage at least one member per team be present at these events and workshops.

SEMI-FINALS

Qualifying teams for the SEMI-FINALS will be chosen by the Dobson Cup organizing team and judges. A maximum of 50 teams per Track will pitch their startup ideas to a panel of judges (format is 5-minute presentation, 15-minute Q&A with feedback and mentorship). All decisions are at the discretion of the judges and are final. Teams moving onto the FINALS of the Dobson Cup will be notified on Tuesday, February 26, 2019. At least one member per team must be present to pitch in person. NO Skype or video conferencing allowed.

- SEMI-FINALS Pitch Health Science Track – Tuesday, February 19, 2019 – 9AM-5PM
- SEMI-FINALS Pitch Social Enterprise Track – Wednesday, February 20, 2019 – 9AM-5PM
- SEMI-FINALS Pitch Small & Medium Enterprise Track – Thursday, February 21, 2019 – 9AM-5PM
- SEMI-FINALS Pitch Innovation Driven Enterprise Track – Friday, February 22, 2019 – 9AM-5PM

FINALS

Qualifying teams from the SEMI-FINALS will advance to the FINALS. A maximum of 10 teams per Track will have the opportunity to submit an updated startup plan and pitch deck to the panel of FINALS judges (format will again be 5-minute pitch, 15-minute Q&A with feedback and mentorship). All decisions are at the discretion of the judges and are final. At least one member per team must be present to pitch in person. NO Skype or video conferencing allowed.

- Final Startup Plans and Pitch Decks to be sent to FINALS Judges due on Monday, March 11, 2019
- FINALS Pitches - All 4 Tracks HS, SE, SME, IDE – Wednesday, March 27, 2019 – 9AM-5PM

AWARDS CEREMONY – Thursday, April 4, 2019 – 12PM-2PM

The winning teams will be announced at the Awards Ceremony. All teams who participated in the Dobson Cup are invited to join us at the Awards Ceremony. All prize recipients will be given the opportunity to give a one-minute pitch in front of a public audience.

For information about upcoming events please visit mcgill.ca/dobson or our blog, dobsonchronicles.com

To book a mentorship session with a McGill Dobson Centre for Entrepreneurship mentor please visit dobsonchronicles.com/mentorship
JUDGING CRITERIA

Judging will focus on the categories outlined below. Judges will also look at the feasibility, growth potential, and innovation, as presented by the teams.

For the SE Track specifically, social impact will also be assessed (please see Page 7 for SE STARTUP PLAN GUIDELINES)

IDE, SME AND HS STARTUP PLAN GUIDELINES

The startup plan must be rigorous. It should be prepared with an outside audience in mind, such as an Angel Investor or Venture Capitalist. Numbers and facts should be used to back up your claims. Technical descriptions should be accurate and concise. Credibility and viability are key components of a startup plan. To help us streamline the evaluation, feedback and mentorship process, please ensure that your startup plan is divided into the sections listed below. The following seven sections MUST be discussed in this order, though all suggested points do not need to be addressed. Note that your startup plan must ONLY include these headings (a section for appendix and works cited can be added if necessary), information outside these headings will not be weighed appropriately in the evaluation and could hinder your chances of moving on to subsequent phases of the competition.

1. Value Proposition
   - Describe your product or service
     - Lead with the most compelling summary of your idea and be direct and specific
     - What pain points are you solving for your target customer?
     - What is unique and what are the main benefits of your product or service?
     - At what stage is your startup? (choose one)
       - Idea without any form of working prototype and/or service
       - Basic prototype of our product and/or service
       - Fully functioning product and/or service with no paying customers/clients
       - Fully functioning product and/or service with paying customers/clients

2. Customers/Beneficiaries
   - Describe the market opportunity
     - What is the size of the total addressable market, serviceable addressable market and serviceable obtainable market (TAM, SAM, SOM)?
   - Who are the potential customers of your company?
   - Describe your beachhead or initial target market

3. Marketing
   - How will you reach your target customers?
   - How will you advertise and/or distribute your product or service?
   - How are you going to acquire your first customer?

4. Competition
   - Who are the main competitors of your company?
   - What is your competitive advantage compared to your competitors?
   - Why has this not been done before or what is different about your product compared to industry standards?
   - What do customers use now instead of your product or service?
   - What stops others from copying you?

5. Business and Financial Model
   - What is the proposed business model?
   - Is there evidence they will buy the product or use your service?
   - What are the high-level projections for revenue and costs?
   - How much money do you need, when, and what for?
   - When will your company be cash flow positive?
6. Team Composition
- What does leadership on your team look like? (expertise, experience, diversity)
- Does your team have all the skills needed to run the company?
- What is your track record of success, either as a team and/or as individual team members on past projects?
- Why are you doing this and why will your team succeed?

7. Other Considerations
- Building a company requires a significant amount of “hustle”
  - Tell us how many potential customers your team has spoken with. What was their feedback?
  - If your company is in a two-sided market place, tell us about feedback you received from both sides
- What are one or two major risks that can influence your company?
  - How would you react if these risks occurred?
- What (if any) partnership opportunities can you leverage?
- What is the likelihood that you will actually proceed with this project, full-time?
- What are your key next steps?

SE STARTUP PLAN

The startup plan must be rigorous. It should be prepared with an outside audience in mind, such as an Angel Investor or Venture Philanthropist. Numbers and facts should be used to back up your claims. Technical descriptions should be accurate and concise. For SE Startups, Social impact will also be assessed. Credibility and viability are key components of a startup plan. To help us streamline the evaluation, feedback and mentorship process, please ensure that your SE Startup plan is divided into the sections listed below. The following eight sections **MUST** be discussed in this order, though all suggested points do not need to be addressed. Note that your startup plan must **ONLY** include these headings (a section for appendix and works cited can be added if necessary), information outside these headings will not be weighed appropriately in the evaluation and could hinder your chances of moving on to subsequent phases of the competition.

1. Concept
- What social issue or problem does your SE address?
- What pain points are you solving for your target customers and key stakeholders?
- What specific product, service or intervention will your SE offer to address this social issue?
- Why is your team inspired by your SE?
- At what stage is your SE? (choose one)
  - Idea without any form of working prototype and/or service
  - Basic prototype of our product and/or service
  - Fully functioning product and/or service with no paying customers/beneficiaries
  - Fully functioning product and/or service with paying customers/beneficiaries

2. Customers/Beneficiaries
- Describe the market opportunity
- Who are the target customers/beneficiaries and key stakeholders of your SE?
- Have you leveraged design thinking (or human centred-design) to develop your SE and if so, how?

3. Marketing
- How will you reach a larger target audience of customers, beneficiaries and stakeholders?
- How will you acquire your first customer/beneficiary?
- Why will your customers buy your product and/or use your service?
- What is your media and communications plan?

4. Competition
- Who are the main competitors of your SE?
- What is your competitive advantage compared to your competitors?
- Why has this not been done before or what is different about your product compared to industry standards?
- What do customers and stakeholders use now instead of your product or service?
- What stops others from copying you?

5. Business and Financial Model
- What form of SE are you adopting: for-profit, non-profit or hybrid?
- What is your SE’s business model for sustainability? Is it financially viable?
- If your SE is non-profit or hybrid, what are your sources of funding?
- What evidence do you have that your customers/beneficiaries will want to buy/use your product/service?
- What are the high-level projections for revenue and costs?
- How much money do you need, when, and what for?
- When will your SE be cash flow positive?

6. Team Composition
- What does leadership on your team look like? (expertise, experience, diversity)
- What set of skills does your team possess that will enable you to successfully launch and manage your SE?
- What is your track record of success, either as a team and/or as individual team members on past projects?
- Why are you working on this specific social issue and why do you believe you will succeed?

7. Social Impact
- What is the potential of impact of your SE?
- How will you measure your social impact?
- What is your Theory of Change? i.e. please describe how and why a desired change is expected to happen as a result of your SE
- Are the social outcomes feasible as a result of your Theory of Change?
- How do you foresee scaling your SE?

8. Other Considerations
- Building a company requires a significant amount of “hustle”
  - Tell us how many potential customers your team has spoken with. What was their feedback?
- What are the potential risks that your SE may face?
  - How would you react if these risks occurred?
- Have you developed any concrete partnerships that will enable you to move your SE forward?
- Besides financial support, what other resources do you need and how would they be deployed?
- How does your team demonstrate persistence and progress?
- What is the likelihood that your group will champion your SE full-time?
- What are your key next steps?
THE 5-PAGE STARTUP PLAN MANDATORY GUIDELINES


• IMPORTANT:
  Teams must submit their startup plan as a PDF with the file named in the following format:
  NameOfStartup-TrackEntered(IDEorSMEorHSorSE)-Semi-Finals-MDC2019.pdf.

  For example, if a team is named "Technology for All" and they are entering the IDE Track, the file name will be:
  TechnologyForAll_IDE_Semi-Finals_MDC2019

• Font Size: Minimum 12-point font.

• Margins: 1 inch on all sides (or 2.54 cm).

• Spacing: 1.5 spacing.

• Document Size and Layout: One cover page, followed by no more than five pages of text.

• Cover Page: The cover page of the startup plan MUST ONLY include:
  1. Name of startup and logo (if you have a logo) and SEMI-FINALS or FINALS
  2. Track entered: IDE, SME, HS or SE.
  3. 30-word short description of your company that can be made public. Please also include a link to your website and to any relevant social media links.
  4. Identify one main contact person (the Team Leader/CEO/Founder) and include their phone number and e-mail address. List the full name of all team members (up to a max of five) and state their McGill affiliation (choose from: ‘McGill Student’, ‘McGill Staff’, ‘McGill Faculty’, ‘McGill Alumni’, or ‘no McGill affiliation’).
     • For ‘McGill Student’: please indicate faculty of study and year of expected graduation
     • For ‘McGill Staff’: please indicate the faculty where they work
     • For ‘McGill Faculty’: please indicate faculty where they teach
     • For ‘McGill Alumni’: please indicate their faculty, as well as the month and year they obtained their last degree from McGill
     • For ‘no McGill affiliation’: please indicate if they are a student or alumni from another educational institution. Indicate the educational institute as well as the month and year they obtained their last degree.

• If an Appendix and/or works cited is required, it must be included in the five pages of text. The total number of pages of a team's startup plan cannot exceed 3 double-sided sheets of size 8.5” x 11” paper, i.e. 6 pages in total.
**SUGGESTED GUIDELINES FOR THE PITCH DECK**

The format of the pitches in both the SEMI-FINALS and the FINALS of the Dobson Cup is:

- 5-minute presentation followed by 15-minute Q&A with feedback and mentorship

Below are suggestions and recommendations on how to build your pitch deck for the Dobson Cup.

- Slide 1: Your Company Name, Elevator Pitch
- Slide 2: The Problem Overview
- Slide 3: Your Solution
- Slide 4: Product Slide – How it works
- Slide 5: Market Size / Market Opportunity
- Slide 6: Business Model
- Slide 7: Proprietary Technology / Expertise – What sets your startup apart
- Slide 8: Competition
- Slide 9: Growth and traction to date
- Slide 10: Your Go-to Market Strategy
- Slide 11: Founding Team
- Slide 12: Money (your ask, if applicable) / Milestones / Key Next Steps / Social Impact Metrics
- Slides 13+: Appendix – Useful during the 15-minute Q&A portion

**Note:** These are suggested slides, both in terms of content as well as the order of appearance. How you develop your pitch deck will depend largely on the stage of development of your startup as well as the track you are competing in (IDE, SME, HS or SE).

For more information and guidance on how to build your pitch deck, we recommend the following resource:

- [https://slidebean.com/templates/investor-deck-template](https://slidebean.com/templates/investor-deck-template)