



JAN 20-21, 2022

Apex HYBRID BUSINESS PLAN COMPETITION

Sponsorship Package

UNB's Apex Business Plan Competition has attracted more and more entrepreneurial students from across Canada to campus for the past ten years thanks to the generous support of sponsors like you. After our successful 2021 virtual deployment, we are looking forward to continuing the Apex momentum in a **Hybrid** format, a **blended online & in-person experience**, that will be inclusive, engaging, and safe for students, sponsors, and judges. We invite you to be part of the experience again this year.



HYBRID FORMAT WITH
IN-PERSON ATTENDANCE

3x

3 EVENT TRACKS
(2 NEW)



INDIGENOUS TRACK &
VENTURE FUND SUMMIT



GLOBAL VISIBILITY
FOR SPONSORS

Contents (quick links)

- Apex's Growth
- The Hybrid Experience
- Prizes
- **Sponsorship Levels**
- Apex Success Stories

- Generous sponsors have helped Apex attract 100s of entrepreneurs in-person

(2010-20)

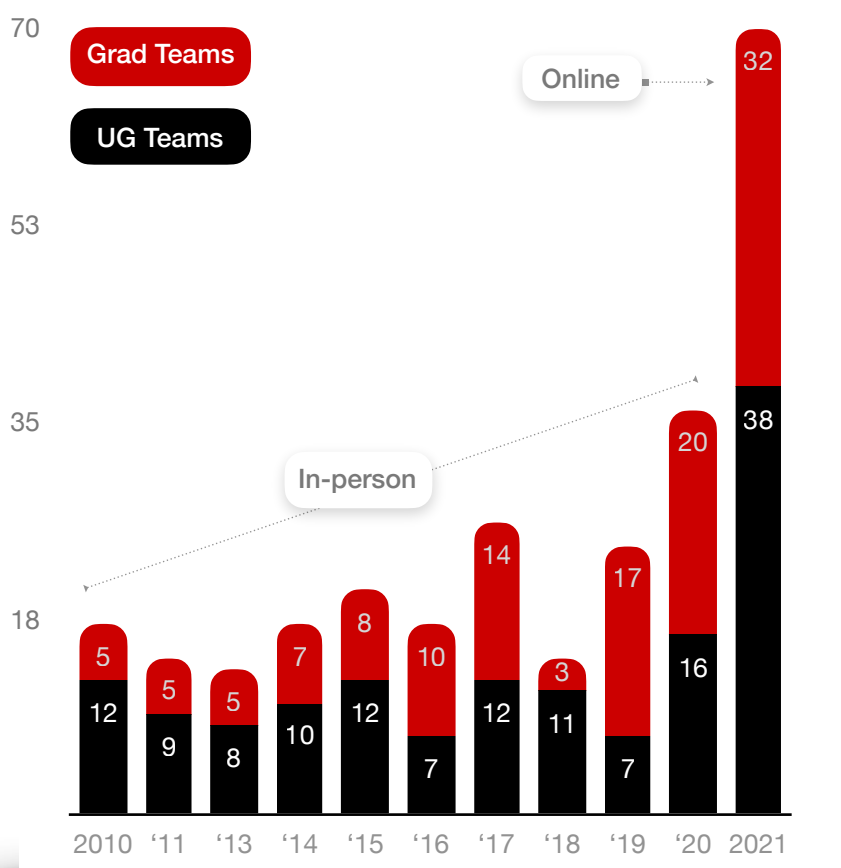
- IBEC has proven its ability to take Apex globally online

(2021)

- 5-day virtual event
- 163 aspiring entrepreneurs
- 70 teams
- 45 worldclass universities
- 37 judges across Canada
- 15 countries
- 9 provinces across Canada

- Your continued support will solidify

Apex's presence in a Hybrid format (2022)



The Hybrid Apex Expansion

Feedback from judges & participants has led us to highlight the new ventures competing within the existing business plan track, creating a **level playing field** for seasoned & budding entrepreneurs & opening up the competition to non-students.

Three Competition Tracks

- **Business Plan:** Traditional business plan track for graduate & undergraduate students. This track is reserved for students enrolled in post-secondary institutions. Judges, entrepreneurs and business leaders mentor students making their first step as entrepreneurs.
- **New Venture:** Early-stage, massively scalable ventures looking to accelerate their growth to the next stage. Open to recent alumni, non-students, and students running early-stage ventures. Judges play the role of investors.
- **Indigenous Track:** Aimed at being a lighthouse, to grow indigenous ideas of impact, & entrepreneurial thinking. Part of a larger initiative with funding partners including PETL, Future Wabanaki and others, the Indigenous track will also host an **Indigenous Venture Fund Summit** organized alongside Apex.

Teams from all tracks will also compete in the elevator pitch rounds.

The Hybrid Experience

The two-day 2022 Apex Hybrid Competition's online and in-person elements provide **flexibility for participants to take part from anywhere**. During the competition, students get to build life-long connections and put their entrepreneurial ideas to the test with a panel of experts.

The hybrid experience extends **beyond the competitive events**, where students will be engaged in webinars with the business community, ice-breaker social activities, and networking opportunities with sponsors.

Online Elements

Registered teams gain full-access to the Microsoft Teams platform which will be used across the two-day event. Teams, judges, and IBEC coordinators will be able to communicate through this platform.

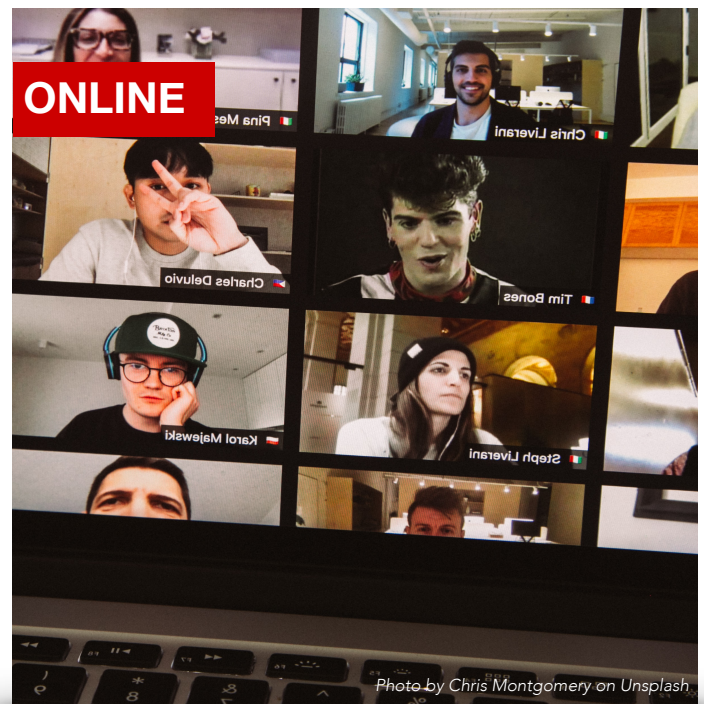
1. Practice Rounds
2. Pre-Competition Mentorship & Coaching

Hybrid Elements

The two-day competition will take place at a venue on campus. The event will be live-streamed for remote participants to participate via Microsoft Teams. Sponsors, guest speakers, judges, and participants will be able to connect in person or virtually.

1. Eliminations
2. Elevator Pitch Round
3. Final Rounds
4. Panel Sessions
5. Gala Awards Dinner

Teams with travel restrictions can take part completely online. We are committed to providing an immersive virtual experience.





Prizes

We are seeking funding for this competition to enhance the overall **hybrid experience** for the participants by providing prizes, supplies and promotional materials.

We also invite you and your organization to take part of the Apex experience. All sponsors will receive **promotional opportunities** to showcase your organization, with **additional benefits** available based on donation amounts.

Prizes

	1st Place	2nd Place	3rd Place	Elevator Pitch	Viewers Choice	Theme-based awards
BUSINESS PLAN TRACK						
UNDERGRADUATE	✓	✓	✓			
GRADUATE	✓	✓	✓	✓	✓	✓
NEW VENTURE TRACK	✓	✓	✓			
INDIGENOUS TRACK	✓	✓	✓			

Sponsorship Levels

SPONSORSHIP LEVEL	PLATINUM \$4000	GOLD \$2500	SILVER \$1000	BRONZE \$500
JUDGE FOR FINAL ROUND	✓			
NAME ON AWARD	✓	✓		
NAMED MEAL	✓	✓		
LOGO VISIBLE DURING ONLINE REGISTRATION	✓	✓	✓	
LOGO ON ALL SOCIAL MEDIA & PROMOTIONAL MATERIAL	✓	✓	✓	✓
NUMBER OF GALA TICKETS	4	2	1	1



For inquiries, to get involved, or to sponsor the Apex Hybrid Business Plan Competition

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International
Business &
Entrepreneurship
Centre

Apex Success Stories



Picketa Systems' scanner pairs to your mobile device, allowing you to perform nutrient content analysis anytime, anywhere so you can visualize plant nutrient information in real-time. Their handheld scanning device, paired with their cloud platform unlocks the power of instantaneous data analysis. Know more about the status of your field without being constrained by laboratory analysis. Team Picketa placed first in the 2021 virtual Apex, generating interest from industry and other accelerators!



Go-Go Group is an innovative childcare company founded in 2006 that is passionate about quality childcare, education and fitness! They offer After School and Preschool programs, gymnastics classes and camps, and special events services. Over 700 children are enrolled in their programs throughout New Brunswick! Kara Angus, president of Go-Go Group Inc., has been awarded with several awards including: East Coast Finalist RBC Women of Influence Momentum Award (2017), the CBDC Atlantic Business Award of Distinction (2016) and the CBDC Woman Entrepreneur of the Year (2016).



Apex Success Stories



eggcitables
Plant based egg alternative

Hannah Chisholm has created a chickpea vegan egg replacement that can be used to make omelettes, scrambled eggs, and other egg-based meals. Chisholm is now working on selling the product through independent health stores. Since Apex, Eggcitables won the \$10,000 cash prize at the third annual 100 Entrepreneurs Planting Seed\$ pitch competition, an initiative put on by the Halifax non-profit, and \$15,000 at the Spark Awards. Eggcitables can now be found in stores and online.



verti·ball™

Founded by Curtis Kennedy, Vertiball is a portable, wall-mounted device that people can use to massage their back and reduce pain. It features a mounting device that fastens to a wall so users can position it at the perfect position to relieve their back pain. The startup has since raised a total of \$400,000 in non-dilutive funding and pre-sold 1,100 units. Vertiball recently won on Dragon's Den too.



Apex Success Stories



Co-founded by Sam Poirier (pictured) & Nick Dowling, Potential Motors are building a fully electric off-road platform with unprecedented levels of control, performance, and resiliency. Through AI-based holistic vehicle control, they are re-imagining what the driving experience can be and empowering a new generation of off-road adventure vehicle makers. Previously, Potential was developing a method to quickly and cheaply convert gasoline-based cars into electric-powered ones. They have recently gone through Energia Ventures.



Canum Nanomaterials Inc. is a carbon nanomaterials manufacturing company that produces high-quality fullerenes for distribution to manufacturers and researchers across the globe. Canum believes it can cut the price of making fullerenes by half in five years. The startup recently came out on top at the New Brunswick Innovation Foundation Breakthru competition winning prizes and investment worth \$446,000.



Business Plan Track

Early Stage Venture Track

