



**BUSINESS
PLAN
COMPETITION**
JAN. 26 & 27, 2023

HYBRID

2 DAYS | 2 TRACKS | \$30,000 IN PRIZES

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OVERVIEW

UNB's Apex Business Plan Competition attracts 100s of entrepreneurial students from across Canada to compete in the largest Atlantic Canadian competition of its kind.



After the success of the fully virtual edition in 2022, we are committed to continue this momentum with the 2023 Apex Hybrid format. This blended online & in-person experience will be inclusive, engaging, and safe for everyone to pursue their entrepreneurial dreams.

We are excited to offer two tracks again this year. In the **Student Business Plan** track, entrepreneurial-curious students develop a business idea, and the **New Venture** track opens the competition to passionate founders of early-stage ventures. Both tracks present in front of a panel of judges, accomplished in the fields of marketing, finance and entrepreneurship.

We invite you to take part & compete for nearly \$30,000 available in cash prizes!

KEY DATES	Dec 15: Registration Deadline Dec 20: Executive Summary Submission Deadline Jan 10: Submission Deadline for deliverables Jan 26 to 27: Dates of Competition
ROUNDS	Presentation Round (eliminations & finals) Elevator Pitch
TRACKS	Student Business Plan (current undergrad & grad students only) New Venture (students & non-students)
SUBMISSIONS	Student: Executive Summaries & Business Plan New Venture: Executive Summaries, Pitch deck & 3-year projections
TEAMS	1 to 4 members per team
FORMAT	Hybrid (online & in-person)

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 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.

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 communicate through this platform.

Includes:

- Pre-Competition Mentorship & Coaching
- Elevator Pitch workshop

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



HYBRID ELEMENTS

The two-day competition will take place at the Wu Conference Centre. The event will be live-streamed via Microsoft Teams for remote participants. Sponsors, guest speakers, judges, and participants will be able to connect in-person or virtually.

Includes:

- Eliminations
- Elevator Pitch Round
- Final Rounds
- Panel Sessions
- Gala Awards Dinner

COMPETITION TRACKS

WHICH TRACK IS FOR YOU?

Student Business Plan Track: This is the traditional Apex competition track geared towards graduate or 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 Track: For 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.

STUDENT

Up to 4 members

12 mins + 15 min Q&A
1 to 4 team members
No limit

Both tracks compete together

Dec. 20 (11:59 AST)

25-page business plan
Jan. 10 (11:59 AST)

Post-secondary students

Graduate + Undergrad

1st, 2nd, 3rd per stream

TEAM STRENGTH

PRESENTATION ROUND

Time
Presenters
of Slides

ELEVATOR PITCH ROUND

EXECUTIVE SUMMARY

Submission deadline

FINAL SUBMISSION

Deliverable
Submission deadline

QUALIFYING PARTICIPANTS

STREAMS

PRIZES

NEW VENTURE

Up to 4 members

5 mins + 15 min Q&A
1 team member
12 slides (+ title page)

Both tracks compete together

Dec. 20 (11:59 AST)

Pitch deck + projections
Jan. 10 (11:59 AST)

Open

Single

Up to 3 winners

STUDENT BUSINESS PLAN TRACK

ELIGIBILITY

You must meet the below criteria to be eligible for the Student Business Plan track:

1. Actively enrolled full- or part-time student in a post-secondary institution (worldwide)
2. Have not competed in Apex with the same business before, unless team can show a significant pivot in their business idea
3. Team members must have personally conducted the business plan analysis and prepared all financial projections (up to 2 years)
4. ALL participants must have access to a laptop/computer, earphones/headphones with a microphone, working webcam, and Google Chrome browser; online participants must be able to run MS Teams



SUBMISSION DEADLINES

Dec. 15, 2022
Registration

Dec. 20, 2022
Executive summary

Jan. 10, 2023
Business plan

DELIVERABLES

EXECUTIVE SUMMARY

- Maximum 1-page snapshot capturing the essentials of your business idea
- Word file with:
 - File name: TeamName_Exec_Apex2023
 - Font size 12
 - 1.5 or 2.0 line spacing

Send to apex@unb.ca by Dec. 20 at 11:59 AST

BUSINESS PLAN

- Maximum 25-page document including:
 - i. Title page
 - ii. Executive summary
 - iii. Table of contents
 - iv. Business description
 - v. Marketing plan & strategy
 - vi. Operations & support
 - vii. Management team
 - viii. Financial plans & projections
 - ix. Risks & opportunities
 - x. Appendix
- Submit PDF file:
 - File name: TeamName_Apex2023
 - Max. 20 pages of text

Send to apex@unb.ca by Jan. 10 at 11:59 AST

Note:

- Executive summaries will be shared with judges & other participants. The business plans will be shared with the judges only.
- Teams do not need to present their submitted business plans; judges will read these before presentations.
- Exclude confidential information, judges will not be signing Non-Disclosure Agreements.

STUDENT BUSINESS PLAN TRACK

The competition will take place **Jan. 26th & 27th, 2023**. Upon successfully meeting your track's eligibility and submitting all documents, you will be invited to take part in the competition rounds. Not all team members have to present; each team may select one or more members to represent the team for the presentation round.



PRESENTATION ROUND

Present your business plan to a panel of judges:

- **Eliminations** (all teams)
- **Finals** (6 finalists from each stream; UG & Grad)

12 min
Presentation

15 min
Q&A

SCORING CRITERIA

Compelling opening argument

Displays enthusiasm and passion, webcam on during presentation, professional attire

Problem, target market and pain factor clearly presented

Benefits and competitive advantage explained

Understanding and clearly differentiating the product/service from its competition

Growth potential, opportunity and viability of product/service

Financials clearly presented, prospective financial return

Q&A handled confidently and effectively

Discretionary points (anything the judge would like to add)

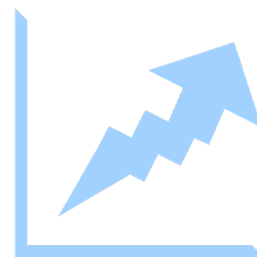
Each criteria is out of 5 points, for a total out of 45.

NEW VENTURE TRACK

ELIGIBILITY

You must meet the below criteria to be eligible for the New Venture Track:

1. Revenue is less than \$1 million/year (CAD)
2. Fewer than 25 employees
3. Venture is less than 5 years old
4. Participants must have the rights to use any content not created by the participant, and the content must be correctly sourced
5. ALL participants must have access to a laptop/computer, earphones/headphones with a microphone, working webcam, and Google Chrome browser; online participants must be able to run MS Teams



SUBMISSION DEADLINES

Dec. 15, 2022

Registration

Dec. 20, 2022

Executive summary

Jan 10, 2023

Pitch deck + 3yr financial projections

DELIVERABLES

EXECUTIVE SUMMARY

- Maximum 1-page snapshot capturing the essentials of your business idea
- Word file with:
 - File name: TeamName_Exec_Apex2023
 - Font size 12
 - 1.5 or 2.0 line spacing

Send to apex@unb.ca by Dec. 20 at 11:59 AST

Note:

- Executive summaries will be shared with judges & other participants. Pitch decks & financials will be shared with the judges only.
- Teams must present their submitted pitch decks
- Exclude confidential information, judges will not be signing Non-Disclosure Agreements

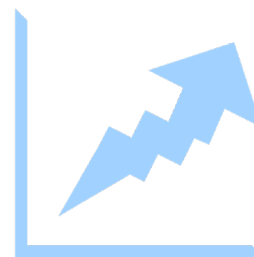
INVESTOR PITCH DECK

- Max. 12-slide presentation including:
 - i. Title page
 - ii. Table of contents
 - iii. Company intro
 - iv. Problem the company is solving
 - v. Market analysis
 - vi. Regulatory environment
 - vii. Current stage of development + IP
 - viii. Competitive analysis
 - ix. Team composition
 - x. Financial highlights
- 3-Year financial projections
 - High-level understanding of your potential revenue, expenses and profitability
 - Max. 10 pages
- Submit PDF file:
 - Slides: TeamName_Apex2023
 - Financials: TeamName_Fin_Apex2023

Send to apex@unb.ca by Jan. 10 at 11:59 AST

NEW VENTURE TRACK

The competition will take place **Jan. 26th & 27th, 2023**. Upon successfully meeting your track's eligibility and submitting all documents, you will be invited to take part in the competition rounds. Each team must select one member to represent the team in the presentation round.



PRESENTATION ROUND

Present your pitch deck to a panel of investors:

- **Eliminations** (all teams)
- **Finals** (6 finalists)

5 min
Presentation

15 min
Q&A

CATEGORY	CRITERIA
The Idea, Innovation & Value Proposition	<ul style="list-style-type: none">• Is the idea innovative and unique?• Does it solve a problem and/or fill an industry need? Is it practical?• Is there a carefully focused, realistic business strategy behind the idea?
Market & Competitors	<ul style="list-style-type: none">• Is there evidence of an adequate competitive analysis?• Is there a defined target market?• Is the market ready to adopt the new product/service?• Is there a plan for validating the market demand and testing the product/service?
Team	<ul style="list-style-type: none">• Does the team have the vision and potential to execute the business plan?• Is there sufficient skills to launch the venture and round out the team?• Has the team adopted a tactful approach to growth (milestones, development plan)?
Risks & Assumptions	<ul style="list-style-type: none">• Is there a realistic assessment of technology and/pr business risks?• Is there an executable development plan in place with objectives and deliverables?• Have a contingency plans been contemplated?• Does the plan present an attractive and realistic investment opportunity?
Finance	<ul style="list-style-type: none">• Is there a clear track to profitability? Could this venture turn a significant profit?• Is the business model viable?• Have reasonable financial projections been presented, including funding needs?• Are the financial requirements and identified resources realistic?• Have assumptions been [presented? Are they realistic?
Presentation	<ul style="list-style-type: none">• Is there clarity of expression in the plan?• Does the presentation add credibility to the business venture?• Is there evidence of commitment to and confidence in the plan?
Discretionary points	<ul style="list-style-type: none">• Is there anything else the judges would like to add?

Each criteria is out of 5 points, for a total out of 115.

ELEVATOR PITCH ROUND

All tracks and streams will come together and compete in the elevator pitch round. To prepare, imagine that you have just found yourself in an elevator with an investor and you have **one minute** before the elevator makes it to the top floor and the investor steps out. The panel of judges will evaluate the pitch based on the teams' ability to sell their product or service to the audience. Judges will be looking for enthusiasm, creativity, persuasion, and public speaking skills.



- One minute pitch
- One pitch per team
- One team member pitches

1 min
Presentation

NO
Q&A

SCORING CRITERIA

Grabs attention with a hook/interesting opener
Clearly identifies self, company name, qualifications and the role in the company
Explains the need/niche hat their product/service will fulfill
Identifies key competitors and stated competitive advantage
Offers clear and credible revenue and profit projections
States the investment needed and how it will be used
Displays heart and enthusiasm; convicting and confidence, looked directly at the camera/audience without appearing to read from a script
Clear articulation, professional attire; webcam positioned well, audible, clean background (if applicable)
Presents an investable business idea
Discretionary points the judges would like to add

Each criteria is out of 5 points, for a total out of 115.

PRIZES

The competition will challenge participants to be innovative and creative as they develop, direct, organize and present a business plan to a panel of judges. These judges will select the most plausible and promising business plan and new venture and award cash prizes to the successful teams. We are proud to offer nearly **\$30,000 in cash prizes**. You may also be eligible for additional theme-based awards in the competition.

PRESENTATION ROUND	STUDENT BUSINESS PLAN TRACK	NEW VENTURE TRACK
	Each Stream (grad + undergrad) 1 st place: \$5,000 2 nd place: \$2,000 3 rd place: \$1,000	\$10,000 allocated to up to 3 teams (judges' discretion)
ELEVATOR PITCH ROUND	1 st place: \$1,000 2 nd place: \$500 3 rd place: \$250 Viewers' choice: \$250	
THEME-BASED AWARDS	Examples: Entrepreneurial powerhouse Best business plan Social enterprise Undergrad first-year award Indigenous ideas of impact	



EVENT SCHEDULE

The Apex Hybrid Business Plan Competition is committed to creating an atmosphere for entrepreneurial-minded students to promote and encourage entrepreneurship. Teams will come together from **across time zones** to celebrate entrepreneurship, prepare for the challenges of a volatile post-pandemic global marketplace and most importantly, have fun!

Spread across **two days**, participants will have the flexibility to take part remotely regardless of the time-differences with Fredericton, New Brunswick. We encourage all participants to take part in the **networking events** for a chance to win additional exciting prizes. Participants will receive more details on the networking fun activities closer to date. **Check out the competition schedule.**

STUDENT BUSINESS
PLAN TRACK

NEW VENTURE TRACK

THURSDAY, JAN. 26

8AM	9	10	11	12PM	1	2	3	4	5	6	7	8
PRESENTATION ROUND (eliminations)				LUNCH	PRES. CON'T (eliminations)		JUDGE DELIBERATION	BREAK	ELEVATOR PITCH ROUND, NETWORKING + FINALISTS ANNOUNCED			
PRESENTATION ROUND (eliminations)					PRES. CON'T (eliminations)							

FRIDAY, JAN. 27

8AM	9	10	11	12PM	1	2	3	4	5	6	7	8
PRESENTATION ROUND (Finals) 6 Undergrad Teams 6 Graduate Teams				LUNCH	PRESENTATION ROUND (Finals) 6 Teams		BREAK		AWARDS + GALA DINNER			
				JUDGES DELIBERATE			JUDGES DELIBERATE					

OVERVIEW

HYBRID

TRACKS

PRIZES

SCHEDULE

REGISTER HERE



CLICK

See you there!

REGISTER FOR BUSINESS
PLAN TRACK

REGISTER FOR NEW
VENTURE TRACK

LEARN MORE

REGISTRATION DEADLINE: DECEMBER 15TH, 11:59PM AST!



Questions? Contact:

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TRACKS

PRIZES

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