



2021

Apex **HYBRID** BUSINESS PLAN COMPETITION

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SAFE PHYSICAL
DISTANCING



BASIC TECH
REQUIREMENTS

HYBRID ADVANTAGES



NO TRAVEL
UNCERTAINTY



BROAD NETWORKING
OPPORTUNITY



Competition Overview

For the past ten years UNB’s Apex Business Plan Competition has attracted more and more entrepreneurial students from across Canada to campus. Despite restrictions and uncertainties imposed by COVID-19, we are committed to continue this momentum with the **2021 Apex Hybrid** format, a **blended online & in-person experience**, that will be inclusive, engaging, and safe for students to compete and pursue their entrepreneurial dreams.

Teams will compete in a variety of events at either the **undergrad or graduate levels** virtually or in-person, in front of accomplished judges in the fields of marketing, finance and entrepreneurship.

We invite you to take part & compete for **over \$20,000 available in cash prizes!**

KEY DATES	<p>Sep. 7 - Registration Opens Dec. 10 - Registration Closes Dec. 14 - Deadline to submit business plan</p> <p>Jan. 25 to 29 - Competition</p>
ROUNDS	<p>Business Plan Elevator Pitch Business Plan Presentation</p>
TRACKS	<p>Graduate Undergraduate</p>
TEAM	<p>1 to 4 members per team</p>
FORMAT	<p>Online</p> <ul style="list-style-type: none"> • Practice & Qualifiers • Elevator Pitch <p>Hybrid (online & in-person)</p> <ul style="list-style-type: none"> • Finals & Gala Awards

The Hybrid Experience

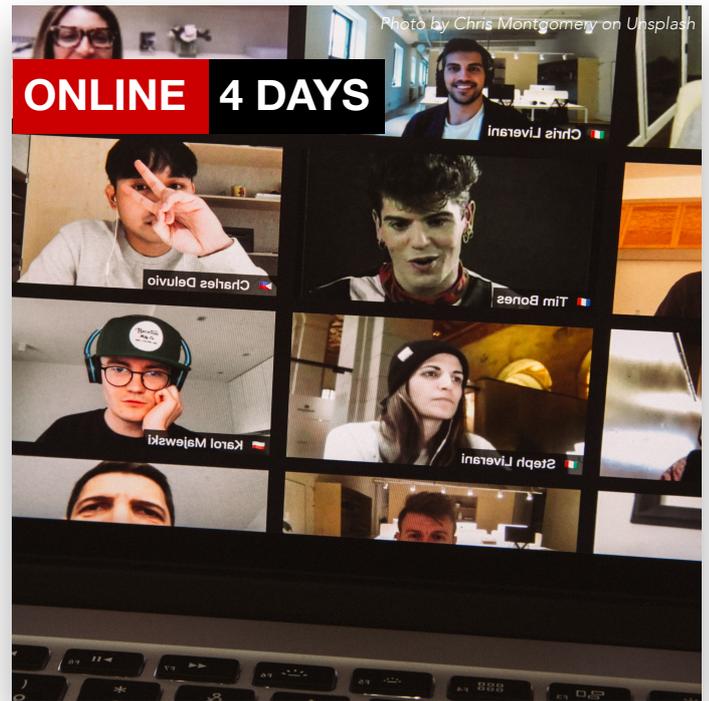
The five-day 2021 Apex Hybrid Competition's online and in-person elements provide **flexibility for participants to take part from anywhere**. During the competition, students get to build life-long connections and put their entrepreneurial ideas to the test with a panel of experts.

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. Learn how.

Online Elements

Registered teams gain full-access to the Microsoft Teams platform which will be used across the five-day event. Teams, judges, and APEX coordinators will be able to communicate through this platform. Each team will have access to an **online**

1. Team Room
 - Practice Rounds & Team Activities
2. Competition Room
 - Elimination Rounds
 - Elevator Pitches
3. Networking Room
 - Webinars & Panel Sessions
 - Ice-breaker & Networking Activities



Hybrid Elements

The final day of the competition will take place at a venue on campus with necessary provision for social distancing*. The event will be live-streamed for remote teams to participate via Microsoft Teams.

Participants, judges, guest speakers, and sponsors can participate in-person or virtually.

1. Final Rounds
2. Panel Session
3. Gala Awards Dinner

**Subject to social-distancing norms at the time.*





Competition Prerequisites

Every Apex 2021 participant must meet the below requirements. Upon successful completion of steps 1 to 3, each team will be onboarded on the online competition platform hosted on Microsoft Teams. Failure to register and submit a business plan by the deadline will lead to your team being disqualified.

1 Eligibility

- A. Undergraduate or graduate student enrolled in a post-secondary institute, or recent alumni graduated within a year of competition.
- B. Every participant must meet the [minimum tech requirements](#) to run MS Teams.
- C. Participants must have access to a laptop/computer, earphones/headphones with a microphone, working webcam, Chrome browser, internet connectivity with enough bandwidth for video calls.



2 Registration*: Individual and team

- A. **Individual** & **team** registration are **both** mandatory.
- B. Teams can have **one to four team members**, without faculty or advisors.
- C. Designate ONE team member to register your team.
- D. Please use an email address you check often.
- E. Deadline to register: **Dec. 10, 2020** (at 11:59 ADT).



** Teams will compete in the division dictated by the highest educational qualification. For example if a team has 2 undergrad participants and 1 grad participant, then team will compete in the grad level.*

3 Business Plan Submission

- A. Email your draft business plan to apex@unb.ca by **Dec. 14, 2020** (at 11:59 ADT).
- B. The FINAL business plan must be emailed to apex@unb.ca by **Jan. 4, 2021**.
- C. The file must be in PDF format
- D. Use the following naming convention **TeamName_Apex2021**





COMPETITION ROUNDS

Business Plan Content

Each team must submit only one business plan to the competition. Businesses previously submitted to the competition are not eligible. Teams are required to have personally conducted the business plan analysis and prepared all financial projections for up to two years. Tell a story of “who, what, where, when, why, and how” so the reader clearly understands the business.

Max **25 pages** including

- A title page
- Table of contents (optional)
- Max 20 pages for text
- Appendices

PDF format

- TeamName_Apex2021
- Email file to apex@unb.ca

Submission **deadline**

- Draft business plan Dec. 14, 2020
- Final business plan Jan. 4, 2021

The Business Plan should include:

- Executive summary
- Business description
- Marketing plan and strategy
- Operations and support
- Management team
- Financial plans and projections
- Risks and opportunities
- Appendix



COMPETITION ROUNDS

Business Plan Presentation

Each team will be required to present their business idea to a panel of judges with the aid of a **PowerPoint** presentation. Each team will receive an online meeting link to be able to present their business plan to judges who will also be remotely located. In addition to the judges and participants, there will also be timekeepers and Apex volunteers for technical and other support. Not all team members have to present; each team may select one or more members to represent the team for the presentation

Practice round

- Restricted to team members, business mentors and coaches.
- The sessions will be recorded and shared with each team.

Eliminations & Finals

- Open for other teams to watch.

Schedule TBA

- Meeting links will be shared in Jan.



- Build enthusiasm
- Emphasize the most important aspects of your business
- Tell a story
- **12 mins to present**
- 15 mins for questions



COMPETITION ROUNDS

Elevator Pitch

The best way to prepare is to imagine that you have just found your self in an elevator with an investor and you have **one minute** before the elevator makes it to the top floor. The panel of judges will evaluate the pitch based on the teams' ability to sell their product/service to the audience. Judges will be looking for enthusiasm, creativity, persuasion, and public speaking ability

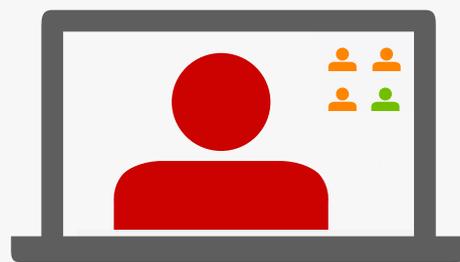
One minute

One pitch per team

One team member

Live

- Before the live online elevator pitch round, each team will be required to send a recorded elevator pitch for feedback and tips on online delivery.



-  Team members
-  Judges & mentors
-  Apex Support

- Build enthusiasm
- Emphasize the most important aspects of your business
- Tell a story
- **1 min to present**
- **Live, online**



Hybrid Competition 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 timezones** to celebrate entrepreneurship, prepare for the challenges of a volatile post-pandemic global marketplace and, most importantly, have fun!

Spread across five days, participants will have the flexibility to take part remotely regardless of the time-differences with Fredericton, New Brunswick. The time commitment required per team would be approximately **two hours per day** for the first four days. We encourage all participants to take part in the networking events for a chance to win additional **exciting prizes**. Take a look at the competition schedule. Registered participants will receive more details on the networking fun activities closer to date.

Online				In-person & online
Jan. 25, 2021	Jan. 26	Jan. 27	Jan. 28	Jan. 29
Monday	Tuesday	Wednesday	Thursday	Friday
Practice rounds (undergrad track)	Practice rounds (grad track)	Eliminations (undergrad & grad)	Elevator Pitch Live (undergrad & grad)	Finals (undergrad & grad)
Elevator pitch recording (undergrad)	Elevator pitch recording (grad)			Gala awards dinner



Evaluation Criteria & Judging

The panel of judges consists of venture capitalists, entrepreneurs, and other successful and knowledgeable business leaders. Judges will not be affiliated with, or involved in the preparation of funding of any participating team. The decision of the judges will be final and will not be subject to appeal.

The overall selection of winners is based on the viability and likely success of the business. Be realistic preparing financials by identifying expenses and revenue projection. The key is to demonstrate that you will start making money as a result of the activities in your marketing strategy.

- Compelling opening argument
- Connects with the audience
- Competitive advantage
- Competition
- Viability of your product
- Financials
- Understanding of the market
- Problem and solution is clear



Competition Tracks & 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 in each track and award cash prizes to each successful team. We are proud to offer over **\$20,000** in cash prizes. You may be eligible for **additional theme-based awards** in the competition.

Graduate Track

- 1st, 2nd, and 3rd place

Undergraduate Track

- 1st, 2nd, and 3rd place

Elevator Pitch

- 1st, 2nd, and 3rd place
- Viewers Choice

Theme based awards

- Entrepreneurial Powerhouse
- Best business plan
- Social enterprise
- Undergrad first-year team

More theme-based awards will be announced closer to date.

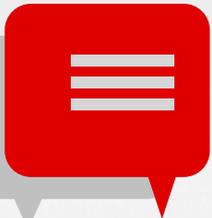


Register now!

Individual

Team

Website



For inquiries relating
to the Apex Hybrid
Business Plan
Competition

Contact

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International
Business &
Entrepreneurship
Centre