

VentureQuest Requirements



Requirements	Description	Evaluation	Weighting
1. Video and competition entry form	<ul style="list-style-type: none"> Videos must be a minimum of sixty (60) seconds long to a maximum of three (3) minutes long Recorded and submitted by the entrant for the purpose of entering the competition, and must not have been previously published in any format Uploaded to Facebook in either standard or high definition In English only 	<ul style="list-style-type: none"> Is the business venture idea realistic (20%) Is the business venture idea marketable (20%) Does the for-profit venture idea have a reasonable expectation of return (20%) Will the business venture idea have a positive social impact? (20%) Does the business venture idea fill an unmet or unsatisfied need? (10%) Is the business idea have potential for full implementation? (10%) 	100%
The top ten finalist will be selected. Those selected will continue in the VentureQuest Competition			
2. Display Showcase	<ul style="list-style-type: none"> Visual boards demonstrating marketing initiatives such as social media and website development. Other collateral necessary to create interest and discussion regarding their business. Proof of concepts or prototypes developed. 	<ul style="list-style-type: none"> Student's knowledge and presentation of business (20%) Competitive analysis (20%) Marketing strategy (20%) Creativity (10%) Professionalism of team (10%) Display (10%) Collateral (20%) 	20%
3. Short Business Plan	<ul style="list-style-type: none"> An overview of the business model A description of the competitors and other competition Target market, market size, and projected marketing activities Why is this a viable business enterprise? An explanation of the steps and resource requirements needed to launch this business Complete financial projections (3 pages) 	<ul style="list-style-type: none"> Business model innovation: demonstrated originality & addresses market need (30%) Benefits: explain benefit to customer and society (25%) Resources and Risk: Identified risks and resources needed (10%) Viability: Stated realistic financial and budget projections (25%) Feasibility: demonstrated ability to execute the business plan (10%) 	40%
4. Final Presentation (Gala)	Deliver a 5 minute presentation that highlights the key points of the five criteria used to judge the business plan. The presentation should demonstrate that you have a winning business that also encompasses a positive social impact.	<ul style="list-style-type: none"> Business Model Innovation: demonstrated originality & addresses market need (30%) Benefits: explain benefit to customer and society (25%) Resources and Risk: Identified risks and resources needed (10%) Viability: Stated realistic financial and budget projections (25%) Feasibility: demonstrated ability to execute the business plan (10%) 	40%
FINAL PRIZES		The marks received from process 2, 3, and 4 will be added together to determine the top three winners.	100%

For more information, check the Rules and Regulations on the Bow Valley College Website at <http://www.bowvalleycollege.ca/venturequest>