



ALEXIS NIHON

**BUSINESS PLAN  
COMPETITION**

DAWSON COLLEGE  
APRIL 9<sup>TH</sup> 2017

INVITATION TO STUDENTS IN ALL PROGRAMS TO APPLY FOR ALEXIS NIHON  
BUSINESS PLAN COMPETITION

## COMPETITION OVERVIEW

The Dawson **Alexis Nihon Business Plan Competition** is designed to encourage innovative, socially responsible and sustainable entrepreneurial endeavors by engaging students from Dawson College in all programs and providing an opportunity to develop and pursue their business ideas. The Competition will reward business plans that are judged by an independent panel as most innovative, socially responsible ideas, thoroughly developed and most likely to result in successful, high-growth ventures that would create new jobs for Canadians.

The Competition is organized by the Business Administration Department supported by the Office of Instructional Development, Plaza Alexis Nihon and Dawson Student Union.

The competition will be held at **Dawson College on Sunday April 9, 2017** between **9 AM and 4 30 PM**. All participating teams will be scored on their written business plans by **February 28, 2017** by selected judges who are professionals in the business community.

The Top 3 teams chosen the day of the competition will receive the awards listed below.

## ALEXIS NIHON BUSINESS PLAN AWARDS

**FIRST PLACE = \$800**

**SECOND PLACE = \$500**

**THIRD PLACE = \$300**

The selected finalists will present their powerpoint, and exposition table-top display or brochure or poster to a panel of judges. The teams will be invited to a cocktail and awards ceremony where the winners will receive their plaque and cash prize.

## COMPETITION TIMELINE

**JANUARY 31, 2017 5:00 PM:** If you intend to compete, provide your names of team members, telephones and contact e mails at [alexisnihoncompetition@dawsoncollege.qc.ca](mailto:alexisnihoncompetition@dawsoncollege.qc.ca)



9. Approximately near **March 15, 2017**, the finalists will be advised of their schedules to present in front of a panel of judges.
10. The Final Competition will be held on **Sunday April 9<sup>th</sup>, 2017** between **9 a.m. and 4 30 p.m.**
11. During the main event on **April 9, 2017**, teams will be scored on their oral presentations and on their exposition table top display or brochure or poster. Each team will have 20 minutes to present their plan to the judges. This will be followed by 10 minutes of Question and Answer period with the judges.
12. Winners will be chosen based on quality of powerpoints, oral presentation scores, and marketing scores (which includes any of the following: the 60-second marketing video or the exposition table top display or poster or brochure). The guidelines are found in Appendix A and evaluation guidelines in Appendix B (both found in the regulation and guideline document).
13. All finalists must attend the cocktail and award ceremony where there will be three winning teams ranked as 1st, 2nd and 3rd place winners.

If you intend to compete, provide the names of team members, telephones and contact e mails at [alexisnihoncompetition@dawsoncollege.qc.ca](mailto:alexisnihoncompetition@dawsoncollege.qc.ca)

Request for Alexis Competition guideline package by e-mailing  
Carmen Kuczewski, at [alexisnihoncompetition@dawsoncollege.qc.ca](mailto:alexisnihoncompetition@dawsoncollege.qc.ca) or, texting at 514-591-6981  
For other information you can reach:  
Fabienne Cyrius, Chair of Business Administration at [fcyrius@dawsoncollege.qc.ca](mailto:fcyrius@dawsoncollege.qc.ca)