

## Contest deadline:

Completed Business Plans and Entry Forms must be received by **Thursday December 31, 2020**.

## Contest details:

There are two categories you can enter:

1. Rural Category – Entries from outside the City of Winnipeg
2. Urban Category – Entries from the City of Winnipeg

## Who can enter Dragon's Quest?

- Contest is open to all new and existing Indigenous (First Nations, Inuit and Metis) Manitoba-based businesses in all sectors/industry categories
- Applicants must be 18 years of age or older
- Business started after January **2019** or that will start before December **2021** are Eligible to enter

## How to enter the Competition:

Submit your business plan and completed Dragon's Quest Entry Form to the IBDS Coordinator at Community Futures Manitoba

1. By mail to:  
559-167 Lombard Ave.  
Winnipeg, MB  
R3B 0V3
2. By Email: [ibds@cfmanitoba.ca](mailto:ibds@cfmanitoba.ca)

## What happens after you enter the Contest?

1. Your business plan will be judged by three Volunteer Judges from various business support programs throughout Manitoba. Each judge will rank your business plan and assign you for point values and content required in your business plan (Please refer to **Business Plan Judging Criteria** in document for more information on point values and content the judges are looking for)

## How the winners are determined:

1. Your scores from three rounds of judging will be tallied and the highest score will be declared the winner.

## For more information:

IBDS Coordinator

Tel: (204) 944-8438

Email: [ibds@cfmanitoba.ca](mailto:ibds@cfmanitoba.ca)

Website: [www.cfmanitoba.ca/specialprograms](http://www.cfmanitoba.ca/specialprograms)

## Dragon's Quest Business Plan Competition Terms and Conditions:

To be eligible for the contest, contestants must read and agree with the Terms and Conditions outlined below.

Please remember to include the **entry form** with your business plan submission.

1. Organizer: Indigenous Business Development Services
2. Contestants: Business plan must be received before 4:30pm, **Thursday, December 31, 2020.**
3. Eligibility and Entry Fee - All contestants must be:
  - a. 18 years of age and over.
  - b. Indigenous (First Nation, Métis, or Inuit). Contestants may be asked to verify Indigenous heritage.
  - c. A resident of Manitoba.
  - d. The contest is open (FREE) to all new and existing businesses started after January 31, 2019 in all sectors/industry categories (MB-based). If your business has started after **January 31, 2019**, you must provide proof by submitting a copy of your business registration along with your Entry Form
4. New Business operations must commence before Dec. 2021. Existing businesses are eligible if started after January 31, 2019. You may be asked to provide proof that financing has been approved for your business.
5. **Business plans prepared by professional consultants are not eligible.**

6. By submitting a business plan to enter the Contest, the Contestant agrees to be bound by the Terms and Conditions of the Contest as designed and published by the Organizer.
7. Only successful Semi- Finalists will be notified.
8. Business plan format: Single-spaced, font size 12, on 8.5" x 11" (letter size) paper. Plans may be submitted in either official language.
9. The Contestant understands and agrees that the Organizer of the Contest reserves the right to make all final and binding decisions with respect to all aspects of the Contest, and the Contestant agrees to be bound by all decisions of the organizer.
10. Successful applicant(s) understands that the Organizer should not construe this contest as an endorsement or determination of future success.
11. For further inquiries, please e-mail rbaker@cfmanitoba.ca or call (204) 944-8438.

### **Administrative Guidelines**

- The Contest authorizes the Organizer to identify the successful contestant (name/picture) in connection with organizing or promoting the Contest.
- The Organizer agrees to maintain the information submitted in confidence and to not reproduce/distribute/communicate the information within, without expressed written consent of the contest entrant. All plans submitted will be disposed of (shredded) immediately at contest conclusion unless the contestant submits a written request that their business plan be returned to them concluding the contest.
- Organizer will not be responsible for loss or damages to materials submitted.
- Staff members of the Organizer are not eligible for the Contest.

### **The Organizer**

- The Organizer reserves the right to judge and to evaluate the entries, the function of which is reserved solely for the judges appointed. The Organizer reserves the right to make all final decisions regarding all aspects of the Contest.
- The Organizer reserves the right to disqualify any Contestant if it is determined that the Contestant has submitted false information, committed fraud, and/or plagiarism.

### **SUGGESTED BUSINESS PLAN GUIDELINES**

At the Indigenous Business Development Services, we understand that the business plan format can change from business sector to sector. The following is a *guideline* for content inclusion for submission.

The following is meant as a Business Plan *guideline* only:

- **Executive Summary:** outlining the key points of your business plan in one or two pages. This is a summary of your business plan and should be done last but placed at the front of the business plan.
- **Products/Services:** A description of Products and/or Services that will be offered by the business.
- **Human Resources:** A description of Key Management, Staff and/or Supporting Services.
- **Market Analysis:** A comprehensive Market Analysis section which will include the following Sub-categories:
  - An **Industry Overview** analyzing the industry in which your business will compete; this should also include a detailed analysis of Key Competitors as well.
  - A **Marketing Strategy**, which summarizes the: target market for your product or service – Who are your customers? Where are they? How many are there? Are there enough to support your business?
  - **Product / Service** – What is the “Unique Selling feature” of your product / service? Why would they come to you instead of your competitors?
  - **Promotion and Marketing** –How will you get the message out about your product / service? Thorough ads? Press releases? How much will this cost?
  - **Pricing and Positioning** – How much will your product / service cost? What is the “position” of your product / service compared to competitors? Is it a “high-end” service or an affordable everyday product?
  - **Distribution Strategies** – How will your product /service reach the end-user (customer)? How much will it cost?
- **Implementation Plan:** How will the business grow and develop? What are the key milestones to be achieved?
- **Risk / Contingency Plan:** Discussing possible challenges / issues / barriers that the business may face. These can be external (e.g. economic downturn) or internal (e.g. less than projected sales).
- **Financial Plan:** which includes:
  - Projected balance sheets, income statements and cash flow statements (three years).

- Notes to the financial statements – stating how you arrived at the figures for sales, expenses, loan calculations etc.

Please note that there are tools available to help you write your business plan:

1. The Indigenous Business Development Services has a paper business planning workbook, which is a first great step to preparing your business plan. It can be accessed at [www.cfmanitoba.ca/specialprograms](http://www.cfmanitoba.ca/specialprograms) or by calling 204-944-8438 to receive your free copy.

2. Visit the Futurpreneur Canada website for an online business plan writer <https://www.futurpreneur.ca/en/bplan/>

Possible Points	Business Plan Judging Criteria	Points Awarded
15	<b>Executive Summary/Business Overview</b> <ul style="list-style-type: none"> <li>• Should outline the key points of the business plan in one or two pages.</li> <li>• Should introduce the reader to the business.</li> </ul>	
15	<b>Products and/or Services</b> <ul style="list-style-type: none"> <li>• Description of products and/or services.</li> </ul>	
15	<b>Human Resources</b> <ul style="list-style-type: none"> <li>• Should include types and number of positions business will employ (full or part time)</li> <li>• Should include description of each, or if using contractors, give description of each and projection of how often they will be used.</li> </ul>	
30	<b>Market Analysis</b> <u>Should include:</u> <ul style="list-style-type: none"> <li>• <b>Industry overview.</b></li> <li>• <b>Competitive Analysis</b> (list key competitors, strengths, weaknesses)</li> <li>• <b>Marketing Strategy</b> (including target market information/demographics)</li> <li>• <b>Promotion/Advertising</b> (how they will get the message out to target market, through ads, pamphlets, flyers etc., and how much it will cost)</li> <li>• <b>Pricing and Positioning</b> (How much will product/service cost, compared to competition, is it a high, middle or low-end product/service)</li> <li>• <b>Distribution strategy</b> (how will product/service get to end-user, how much will this cost).</li> </ul>	
15	<b>Implementation Plan</b> <ul style="list-style-type: none"> <li>• How will the business start, grow and develop?</li> <li>• Goals and objectives for next few years.</li> </ul>	

<b>15</b>	<b>Risk/Contingency Plan</b> <ul style="list-style-type: none"> <li>Discussing possible challenges, issues, barriers the business may face (internal or external) and how the business will overcome them.</li> </ul>	
<b>25</b>	<b>Financial (statements)</b> <ul style="list-style-type: none"> <li>Projected balance sheets, income statements and cash flow statements (2-3 years)</li> <li>Notes to financial statements, stating how you arrived at figures for sales, expenses, loan calculations.</li> </ul>	
<b>20</b>	<b>Creativity</b> <ul style="list-style-type: none"> <li>Uniqueness, innovation</li> </ul>	
<b>150</b>	<b>TOTAL SCORE</b>	

<b>GUEST JUDGING CRITERIA FOR PITCH PRESENTATION</b>	<b>POSSIBLE</b>
<b>1. Executive Summary</b> Who are you? What is your product or service you specialize in? Who are your customers?	<b>/10</b>
<b>2. Problem</b> What problem are you solving for your customers?	<b>/10</b>
<b>3. Solution</b> What evidence do you have that the problem is real and that potential customers are willing to pay for your solution?	<b>/10</b>
<b>4. Market Potential</b> Define and size the market you are in	<b>/10</b>
<b>5. Business Model</b> (Explain how you are going to make money) What's the value to the customer? Pricing? Margins? COGS?	<b>/10</b>
<b>6. Market Strategy</b> Describe your marketing strategy Describe your sales cycle and sales strategy for the initial market Channels or partners	<b>/10</b>
<b>7. Competition</b> Describe who your competitors are What services differentiate you from your competitors?	<b>/10</b>

<p>8. <b>Team</b> What are the skill sets of you and your team members?</p>	<p>/10</p>
<p>9. <b>Financial Summary</b> Describe your expenses Your sales Your profit</p>	<p>/10</p>
<p>10. <b>Milestones</b> Describe your business goals When do you plan on achieving them? Mention any milestones you have achieved so far</p>	<p>/10</p>
<p><b>TOTAL SCORE</b></p>	