

Contest Description

COMPETITION DATE: March 29 – April 11, 2021	CONTEST AREA NAME: The Pitch
CONTEST AREA NUMBER #:	LEVEL: Post-Secondary
DURATION OF CONTEST: 14 days to complete	LOCATION: Virtual

CONTEST INTRODUCTION

Purpose of the Challenge.

Modelled after Dragons Den, the Pitch will give students the opportunity to put their entrepreneurial skills to the test. The goal is to be creative and come up with your very own business idea and submit a virtual pitch to a panel of business professionals. No experience is necessary as you will be provided with everything you need to prepare your pitch.

What is an entrepreneur?

An entrepreneur is someone who is able to solve problems and ultimately, figure out how to make money solving problems. Entrepreneurs come in many forms. Some are lawn care workers, electricians, plumbers, carpenters, millwrights, bakers, hairstylists and more.

We want to know what problem your business solves, what skills are required, and what else is needed to make your business successful.

Skills and Knowledge to be tested.

This challenge is designed to test your entrepreneurial skills and creative ability in identifying opportunities, providing solutions to real world problems, and identifying what is needed to make your business a success.

Students will be required to complete the one-page fillable business plan and submit a virtual pitch video (two minutes or less) to the committee for review. Competitors may use props and graphics to help bring their pitch to life.

CONTEST DESCRIPTION

List of documents produced and timeline for when competitors have access to the documents.

DOCUMENT	DATE OF DISTRIBUTION VIA WEBSITE
Access to a shared Google Drive containing competition materials & resources	Monday, March 29
One page business plan & guide sheet	Monday, March 29
Judging Criteria	Monday, March 29
Tips & Tricks for pitching a business idea	Monday, March 29

Tasks that may be performed during the contest

- Step 1 – Pick a skilled trade or technology from the list below to relate your business idea to
- Step 2 – Complete the one-page business plan
- Step 3 – Prepare your virtual pitch by recording a short clip on a smart phone or camera.
- **Step 4 – Submit your one-page business plan and virtual pitch video via email to thepitch@skillscanadanl.com by 7:00pm on or before Sunday, April 11, 2021. Please note late submissions will not be accepted.**

Plumbing	Photography	Electrical Installations	Cabinetmaking
Hairstyling	Welding	Automotive Service	Carpentry
Landscape Gardening	Cooking	Car Painting	Graphic Design
TV Video	Sprinkler Systems	Coding	Website Development
Computer Animation	Baking	Fashion Technology	Robotics

Please visit <https://skillscanadanl.ca/competitions/skills-canada-provincial-competition/> for more information on each skilled trade or technology.

EQUIPMENT, MATERIAL, CLOTHING

Equipment and Material supplied by Skills Canada-Newfoundland and Labrador

- See above document list
- Access to shared Google drive containing helpful resources

Equipment and Material Competitor must supply:

- Smartphone or camera to record and submit pitch
- Internet connection
- Computer or laptop

Required clothing (Provided by competitor)

- Business casual

EVALUATION/JUDGING CRITERIA

POINT BREAKDOWN	/100
One-page Business Plan (released on March 29)	/5
Virtual Pitch (judging rubric to be released on March 29)	/95

ADDITIONAL INFORMATION

Tie (No ties are allowed)

In the event of a tie, the Provincial Technical Committee will make the final decision based on an audit of awards points per category.

Competition rules

Please refer to the competition rules for all general SCPC information.

PROVINCIAL TECHNICAL COMMITTEE MEMBERS

NAME	EMAIL ADDRESS
Robyn Evans	Robyn.evans@cbdc.ca
Rachelle White	Rachelle.white@cbdc.ca
Adam Hiscock	adam.hiscock@gmail.com
Evan AuCoin	evan.aucoin75@gmail.com
Ashley Pomeroy	apomeroy@ulnooweg.ca