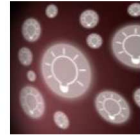


Jan 11 Agenda

- Launch overview
- Nicol Entrepreneurial Award Competition - 2012
- Nicol Entrepreneurial Institute's Internship Program
- How to become GREEN
- Reviewers and mentors
- Other entrepreneurial programs
- Contact
- Q&A

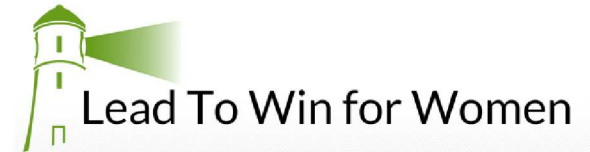
Today we launch



Carleton
Entrepreneurs



The Nicol 2012
Entrepreneurial Award



Two distinct initiatives



Nicol
Internship
Program

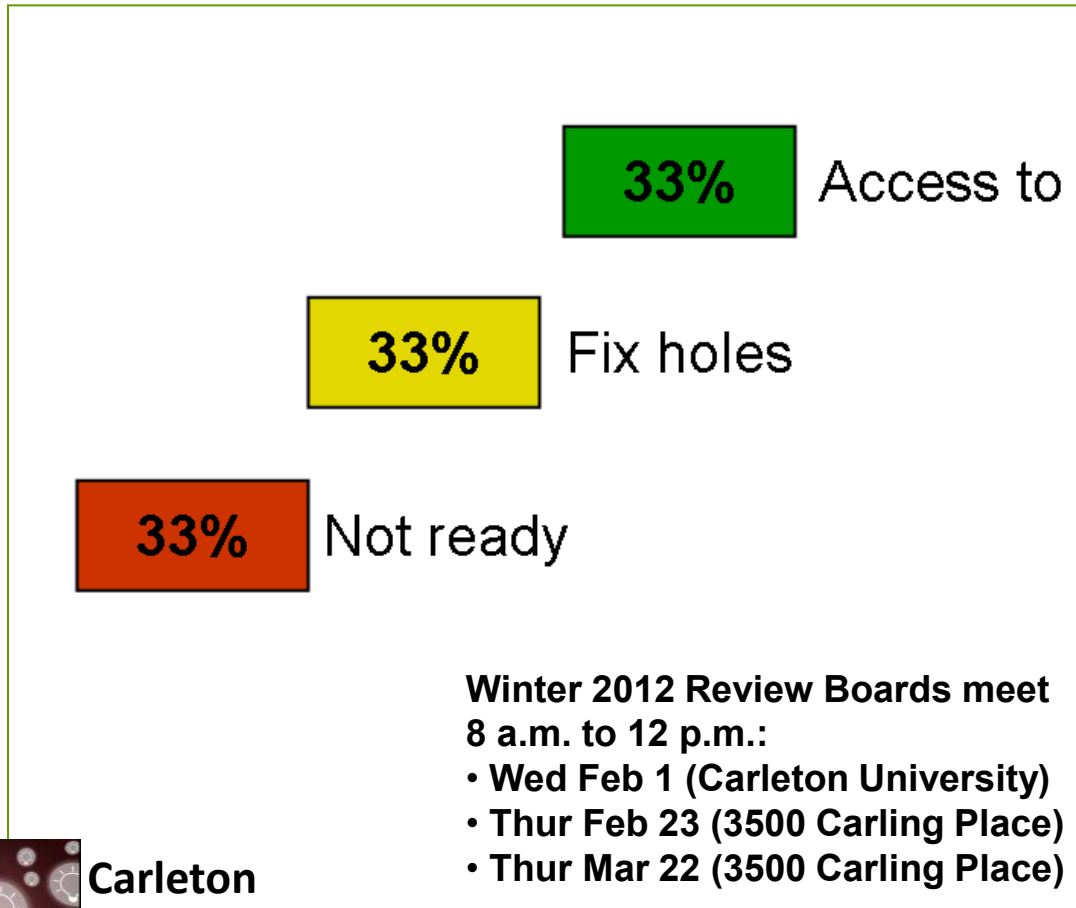
That share the Nicol name



Wes Nicol

- Graduate of Carleton University (BA/54)
- Founder of Tartan Homes as well as Nicol & Lazier
- Chair of the Board of new Nicol Entrepreneurial Institute
- Longtime member of Carleton's Board of Governors
- Board member of numerous companies and non-profit organizations
- Angel investor
- 2001 Carleton University Alumni Entrepreneur of the Year Award
- 2011 Community Social Responsibility Award
- 2011 Association of Fundraising Professionals Outstanding Individual Philanthropist Award
- Operates the Wesley and Mary Nicol Charitable Foundation
- A friend and role model of Carleton student entrepreneurs

Idea → Opportunity → Venture



 Carleton Entrepreneurs

Develop & strengthen



Resource & execute

Feb 27	<p>Must be GREEN and:</p> <ul style="list-style-type: none">• If team of 1, must be Carleton undergraduate• If team of 2, leader must be Carleton undergraduate & 2nd must be undergraduate or graduate at a Canadian university or graduated within past 2 years• If team of 3, leader & at least 1 other must be Carleton undergraduates. 3rd must be undergraduate or graduate at a Canadian university or graduated within past 2 years
Mar 1	<p>Present to Nicol Review Board (each team max 20 minutes, 10 minute presentation & 10 minute QA)</p> <p>Winner receives \$5k award</p>
Mar 2	<p>Winner referred to National</p>
Mar 26 & 27	<p>If selected by National Committee, competes at Chateau Laurier, Ottawa</p>

- \$5K award is to implement business proposal
- Winners may be eligible for an internship under the Nicol Internship Program
- No cash award for winning National
- Business plan that follows guidelines must be submitted to National Nicol Entrepreneurial Award Competition

Nicol National business plan guidelines:

- Must explain to someone who you want to commit to your business opportunity - what the opportunity is, and why it will succeed
- Business plan must be team's original work
- Judged in terms of: originality, viability and completeness
- Kept confidential
- Remains team's intellectual property
- No official template for business plan
- Double-spaced, including appendices

Business plans for Nicol National should include, but are not limited to:

- Summary for Investors
- Product/Service Offering
- Market Analysis/Marketing plan
- Company and the Industry
- Management Team
- Operations plan
- Risks Associated with the Venture
- Financial plan

Highlights of Nicol Entrepreneurial Award for 2012

- Clear process and transparent assessment of opportunity dimensions
- \$5k award is to implement business proposal
- All teams can deliver 10 minute presentations & answer questions to Review Boards
- Tied to other Carleton entrepreneurial programs
- Winner follows business plan guidelines set by Nicol National



Nicol Interns:

- Are outstanding examples of full-time Carleton undergraduate and graduate student entrepreneurs
- From all faculties
- Have opportunities rated GREEN that can drive significant commercial and social change
- Receive internships to work on their own GREEN opportunities
- Have skills and passion to implement these opportunities



- Internships support Carleton students moving their opportunities rated GREEN to next level and enable life altering experiences
- Internships range from \$7k/term for 1 undergraduate to \$10k/term for 3 member team
- Internship payment schedule: 1/3 upfront, 1/3 mid-point and 1/3 at end of academic term
- Number of internships/year is a function of quality of GREEN opportunities and proponents, not quotas
- Year round adjudication process, not once a year
- Director of Nicol Entrepreneurial Institute makes decisions based on rules established by Institute's Board of Directors

How to become GREEN?

- Send completed Carleton Entrepreneurs Application form (i.e., answer 9 questions) to: Stephen_Davies@carleton.ca
- Team is assigned to Review Board scheduled to meet:
 - Wed, Feb 1, 8 a.m. to 12 p.m. at Carleton University
 - Thur, Feb 23, 8 a.m. to 12 p.m. at 3500 Carling Place
 - Thur, Mar 22, 8 a.m. to 12 p.m. at 3500 Carling Place (too late for Nicol National, but ok for Nicol Interns and other programs)
- Team delivers 10 minute presentation to Review Board & answers questions for up to 10 minutes
- Review Board rates opportunity: GREEN, YELLOW or RED
- Team is assigned a mentor & receives written feedback
- If YELLOW or RED, team presents to Review Board at a later date
- If GREEN, team can access one or more programs

Each reviewer rates opportunity

Part A: Score 1 to 5

- CUSTOMER VALUE: Company's market offer solves a problem or pain that is significant to identifiable target customers
- COMPETITIVE: Company's market offer delivers more value to target customers when compared to alternatives and alternatives are well understood
- PARTNER VALUE: Company will provide good value to those channels and partners that help bring its market offer to customers
- JOBS: Company can generate at least 6 good knowledge jobs in Canada's Capital Region over the next three years
- FINANCIAL: Company has a sound financial proposal and founders have a sound proposal to feed their families until company generates sufficient cash to pay themselves
- FOUNDATION: Company knows how to leverage the resources available in Canada's Capital Region to grow
- TEAM: Core team has what it takes to achieve its objectives over the next three years

Each reviewer rates opportunity (cont)

Part B: Readiness to access entrepreneurial programs

- GREEN, YELLOW, RED

Part C: Substantive feedback

- Presentations are made only to panel of reviewers & not provided to anybody
- 20 minutes is allocated to each opportunity. 20 minutes is a hard limit.
- Lead reviewer is responsible for:
 - Distributing / collecting Opportunity Assessment Forms
 - Assigning ID codes to reviewers to guarantee reviewer anonymity
 - Keeping time and smooth running of the reviews
 - Ensuring forms are properly completed
 - Dealing with issues
 - Improving the opportunity assessment process
- Each reviewer rates each opportunity independently before the next group/individual is allowed into the room
- If reviewers and opportunity proponents wish to exchange cards, arrange follow ups, etc.; they should do so during lunch and not take time away from the assessment process

Time allocation

- Set up time and niceties: 2 minutes
- Presentation: 10 minutes
- Q & A: 5 minutes
- Opportunity Assessment form completion: 3 minutes

Reviewers and mentors

- Pool of 100 talented individuals drawn from different groups
- Include
 - Serial entrepreneurs
 - Angel investors
 - Carleton alumni
 - IRAP, City, OCE and other economic development personnel
 - Members of top management teams of small-, mid- and large-size companies
 - Service providers (e.g., accountants, lawyers, space suppliers, marketing & sales)
 - Carleton faculty, lecturers, staff, and Ph.D. students
- Mentor invests 4 hrs a month for 4 months

Other entrepreneurial programs

Name	Payment	Total	Ends
OYE-venture projects	Up to \$25k/project	\$1M	March 30, 2013
OYE-challenges	\$7k/term		
OYE-infrastructure	\$7k/term		
Lead to Win-Women	Up to \$10k/project	\$150k	March 30, 2012
Lead to Win	Negotiated with customers, investors, economic development	No limit, ~ 100 companies	Ongoing

Contact

Mentor

- Your team will be allocated a mentor after a Review Board assesses your opportunity for first time

Getting ready for first presentation to Carleton Entrepreneurs' Review Board

- Tony Bailetti: Bailetti@sce.carleton.ca
- Stephen Davies: Stephen_Davies@carleton.ca
- Steven Muegge: SMuegge@sce.carleton.ca
- Ludovico Prattico: Prattico@sce.carleton.ca
- Michael Weiss: Weiss@sce.carleton.ca

Nicol National Award Competition

- Julie Caldwell: julie_caldwell@carleton.ca

Nicol Internship Program

- Tony Bailetti: Bailetti@sce.carleton.ca

Other entrepreneurial programs

- Jonathan Wells: Jonathan_Wells@sce.carleton.ca

Q&A
