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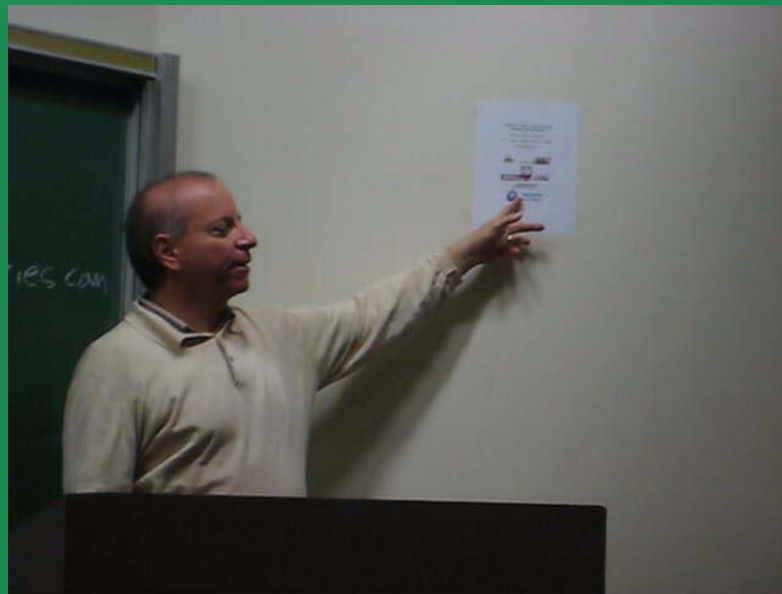
Tony Graham
Lexus Toyota

ADM 3396 - 2008 Biz Plan and University of Ottawa Wes Nicol Business Plan Competition

THE STORY



2008 Sponsors





ADM 3396 – Entrepreneurialistic Culture

- Total Number of Students: 55
- Number of Student Teams: 15
- Three Stages of Competition:
 - Biz Model Competition (Stage 1) – All 15 teams competed.
 - UoO Wes Nicol Business Plan Competition (Stage 2) – Top 5 teams from Stage 1 competed.
 - Regional Wes Nicol 50K Launchpad (Stage 3) – Top 3 teams from Stage 2 competed.

* Stage 1 and Stage 2 were held on University of Ottawa Campus, while Stage 3 was held in Waterloo.



Biz Model Competition (Stage 1)

- Number of Student Teams: 15
- Presentations held on February 27th and March 5th
- Judges: Bruce Firestone and Manu Sharma
- Primary Focus:
 - Merits of a strong business model discussed and encouraged.
 - Emphasis on Bootstrapping
 - Venture funding not encouraged
- Follow up:
 - Detailed feedback given to each student team on their biz models
 - Top five teams moved to the second stage, UoO Wes Nicol Competition

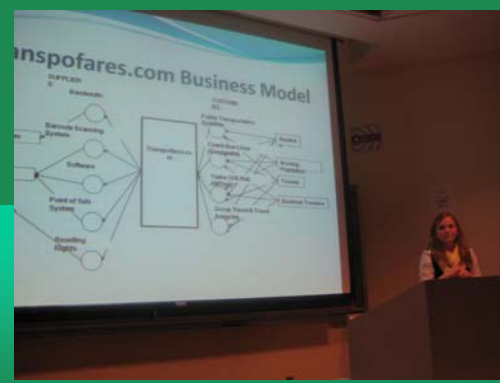
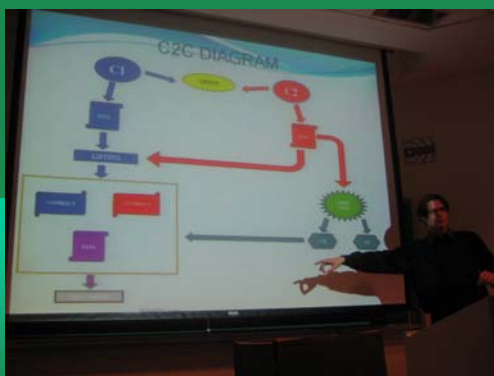
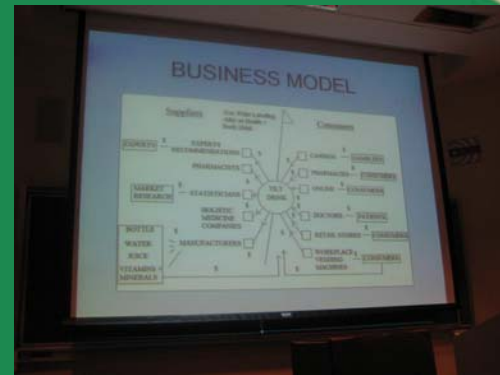


Presentations – February 27th, 2008





Presentations – March 5th, 2008





UoO Wes Nicol Competition (Stage 2)

- Number of Student Teams: 6 (Presentations held on March 12th)
- Three external judges drawn from the Ottawa business community: Julien Dionne, Kanu Sharma, Michael Burnatowski.
- Primary Focus:
 - Strong business plans supporting real business models
 - Emphasis on Scalability, Network Effects, Value Proposition, Competition, Guerilla marketing, Size of Opportunity, Revenue Model, Design n Development, Customer Acquisition, B2B Relationships, Risk Analysis, and Team Strength.
- Follow up:
 - Detailed feedback given to each student team on their presentations
 - Top three teams moved to the second stage, UoO Wes Nicol Competition



2008 Finalists (Team 1) Adventures4All.com

Sports equipment non-share capital
coop also specializing in services
such as tow passes, golf
memberships, fitness memberships,
time share, adventure tourism.

Team Members:

Rob King
Brandon Ferguson
Shannon Nauss
Kanika Gupta
John Bourgeois

Testimonial:

“The University of Ottawa Wes Nicol
Competition showed us what it was like
to be a true entrepreneur - to develop and
design an innovative business
model and present the idea in front of a
panel of judges for real start-up
cash. It is an excellent opportunity for any
student with a great business
idea who is looking for constructive
feedback”

Brandon Ferguson
Adventues4All.com



2008 Finalists (Team 2) Student Consulting Clinic

Student Management Consulting Clinic specializing in cash flow analysis, business plans and models, market research and marketing, website design and web 2.0, etc.

Team Members:

Asyera Theng
Albert Mukasa
Esha Abrol

Testimonial:

“The West Nicol Competition has provided me with a clear insight about what starting a business is all about. The eye opener for me was gaining a real and practical understanding of a business model and true value proposition from real entrepreneurs. The competition has also helped me improve my presentation and networking skills. It was a real winner for me”.

Albert Mukasa
Student Consulting Clinic



2008 Finalists (Team 3) BeWoman.ca

“Goon Show Hockey” clothing but for athletic women—before and after wear.

Team Members:

Danielle Lamarche
Abdul Aziz Garuba
Eric Kennedy

Testimonial:

“It was a fantastic experience and it allowed me to get valuable feedback. It definitely increased my confidence in my company”.

Danielle Lamarche
BeWoman.ca



2008 Finalists (Team 4) Transpofares.com

e-Tickets for transit as well as parking lot operators and others.

Team Members:

Carolyne Huber
Alison Tracey
Khalid Bojassom
Behzad Malek

Testimonial:

“This the one course that truly teaches you the entrepreneurial culture. You will never forget the valuable lessons of this course. The Biz Model competition complements the teaching in the course and gives the class an excitement and appetite to win real cash. It is definitely a beacon showing how tough, yet rewarding entrepreneurship can be”.

Behzad Malek
Transpofares.com



2008 Finalists (Team 5) SimpleePlumbing.com

D-I-Y plumbing site with video instruction, video uploads, sales of plumbing tools, fixtures, parts. Contracting services also available.

Team Members:

Matt Crane

Mathew Firestone



2008 Finalists (Team 6) VinylTees.ca

Virtual Artist Studio using the 'mechanical turk'— what do humans still do better than computers?
Answer: design!

Team Members:

Craig Schoen
Rob Sawatsky

Testimonial:

“The Wes Nicol competition really gave us a venue to share our ideas in an environment that is receptive towards young entrepreneurs. Its criteria helped mold our business plan into a scalable enterprise focusing on reversing out the work and maximizing our value proposition to our individual customer. Being a part of the Wes Nicol competition has been a great experience for both my business partner and myself and has set us on the right path to create a successful business”

Craig Schoen - President and Chief Executive Officer, www.draugh.com



Final Presentations – March 12th, 2008





Final Presentations – March 12th, 2008





Final Presentations – March 12th, 2008





2008 Gold Medal Winners

**"VinylTees.ca: Virtual Artist Studio using the
'mechanical Turk'**

Exec. Summary:

<http://www.dramatispersonae.org/WesleyNicolBusinessPlanCompetition/Winners2008/VinylTeesVirtualStudioSummary.pdf>

Power point presentation:

<http://www.dramatispersonae.org/WesleyNicolBusinessPlanCompetition/Winners2008/VinylTeesVirtualStudioPowerPoint.ppt>

Movie demo:

[http://www.dramatispersonae.org/WesleyNicolBusinessPlanCompetition/Winners2008/VinylTees Demo.wmv](http://www.dramatispersonae.org/WesleyNicolBusinessPlanCompetition/Winners2008/VinylTeesDemo.wmv)

2008 Gold Medal Winners



University of Ottawa, School of Management/Explorim.org Business Model Competition



Congratulations to: VinylTees.ca
Rob Sawatsky and Craig Schoen

**On winning the Gold Medal in the 2008
University of Ottawa Business Model Competition**

Sponsored By:





Final Words – Grand Success



- Three teams from UoO Wes Nicol Business Plan Competition went forward to compete in the regional \$50K Launch-Pad (Stage 3)
 - **VinyTees.ca (Now Draugh.com)**
 - **BeWoman.ca**
 - **SimpleePlumbing**