Participant Eligibility

All current students from Western University (including affiliated colleges) and Fanshawe College are invited to submit an idea or their early stage business. If selected to move forward you must be able to attend the following:

- **March 6, 2019**: Receive an email indicating if your team is proceeding to our interview round.
- **March 12, 2019**: Seed Your Startup in-person interviews.
- **March 19, 2019**: Attend our “Polish Your Pitch” workshop from 5:00 - 7:00 PM.
- **April 4, 2019**: The “Final Competition”: From 1:00 to 4:00 PM, pitch for the panel of judges. At the Final Competition you will give an 8 minute pitch, followed by 7 minutes of questions from the judges.

The Seed Your Startup winner will be selected based on the quality of their startup, delivery of pitch and your ability to help move the business forward.

Applications for proposed London-based ventures are encouraged. Operating in London will allow you to capitalize on our network of resources, gain media exposure and receive mentorship and educational guidance.
Finalists will have the opportunity to present their idea to a panel of judges, receive feedback from experts and network with other entrepreneurs with complementary skill sets.

**There are two prize categories at Seed Your Startup...**

(1) Retail / Product Prize (non-software based startups): $3000, formal mentorship, access to co-working space, and the opportunity to sell product for one (1) year in The Book Store at Western.

(2) Technology / Service Prize (software based startups): $3000, formal mentorship, and access to co-working space.

Additional in-kind prizes will be given to the winners of Seed Your Startup. These prizes vary each year. In-kind prizes will be announced in February 2019.