Seventh Annual
Seed Your Startup
Pitch Competition
Sponsorship Opportunities

April 5, 2018
1:00 - 3:00 PM
Propel (WSSB, Room 2130)

Presented By: Western, Propel, FanSHAWE, leap junction
A Letter From The Directors of Propel & Leap Junction

Operating out of Western University and Fanshawe College, Propel and Leap Junction are committed to supporting and fostering the next generation of entrepreneurs in London, Ontario. Our centres introduce youth to the concepts of entrepreneurship, encourage them to test ideas through hands on experience, and equip them with the resources and skills to succeed.

As part of this commitment, Propel and Leap Junction co-host Seed Your Startup, an annual pitch competition that gives students the opportunity to pitch their business idea to a panel of successful entrepreneurs for a cash prize.

Sponsorship opportunities are attached for your consideration. As a sponsor, you will showcase your dedication to supporting the next generation of entrepreneurs, retaining emerging talent, developing new opportunities, and enhancing the entrepreneurial culture and vibrancy of London, Ontario.

Please join Propel and Leap Junction as a sponsor of the seventh annual Seed Your Startup Competition. Your contribution will go directly to one of the two winning teams and will support them in starting and growing their business.

Should you have any questions, please contact Jordanna Szalkai, Community Liaison Coordinator, Propel Entrepreneurship Centre at jdbiaco@uwo.ca.

We look forward to seeing you at Seed Your Startup 2018.

Sincerely,

Ian Haase
Director, Entrepreneurship (Propel)
Western University

Annette Markvoort
Director, Leap Junction
Fanshawe College
Propel at Western University and Leap Junction at Fanshawe College make up London Ontario’s Campus Linked Accelerator program, a joint initiative funded by the Government of Ontario under the Youth Jobs Strategy.

About Propel

Located at Western University, Propel Entrepreneurship Centre provides co-working space, seed funding, world-class mentorship, and hosts training programs, events and workshops for startups at all stages of growth. Propel is also the home of PSI, a sales-focused incubator program for the region’s most promising entrepreneurs.

About LEAP Junction

Located on the Fanshawe College campus, LEAP Junction is an exciting initiative mandated to seek out, support and promote student and youth led entrepreneurial enterprise. Leap Junction provides co-working space, educational workshops, mentorship, business consultation, and events for early stage entrepreneurs. The centre acts as an extension cord into the community, working to develop strong partnerships within the local London entrepreneurial ecosystem. Leap Junction plays an important role in creating a strong entrepreneurial culture at Fanshawe College.
How does the competition work?

All current students from Western University and Fanshawe College are invited to apply for the competition by submitting their business idea and application. Propel and LEAP Junction work with a review committee to screen the applications based on the quality of the idea and the ability to move the business forward.

Selected finalists are invited to pitch on Thursday, April 5, 2018 to a panel of judges. The winning ideas receive a cash prize, as well as access to mentorship, media exposure, and professional services, provided by Propel and LEAP Junction.

Prizes

Two Categories: Retail / Product and Technology / Service.

- **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.

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

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<thead>
<tr>
<th></th>
<th>Community Category ($500)</th>
<th>Retail Category ($1000)</th>
<th>Technology Category ($1000)</th>
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<tbody>
<tr>
<td><strong>General</strong></td>
<td></td>
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<tr>
<td>Stage time at event and opportunity to introduce finalist</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Acknowledgment at “Polishing the Pitch” workshop</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Preferred seating at event</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Special mention by MC at event</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Display company material in Propel and Leap Junction</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Acknowledgement in multi-media presentation at event</td>
<td>✓</td>
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<tr>
<td><strong>Exposure</strong></td>
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<td>Social Media shout-out</td>
<td>✓</td>
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<tr>
<td>Logo on program and website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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