



Pitch Your Plan: Young Entrepreneur Business Plan Contest

Enter To Win an Apple Macbook Air

The Middlesex County Young Entrepreneur Business Plan Contest is a great opportunity for youth in the community to pitch their creative business idea and be rewarded!

As part of this contest the following will be required:

- 1) This Completed Form which includes your Business Plan
- 2) Business Pitch Video (2 minutes minimum) - Video should outline business plan idea. Video can be sent through [WeTransfer](#) to **info@investinmiddlesex.ca**
- 3) Deadline to apply **Friday, July 4, 2025 at 11:59pm.**

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Eligibility Criteria

To qualify, you need to:

- Be a resident of Middlesex County (City of London students are ineligible)
- Currently enrolled in Elementary School or High School
- Have an idea for a business you will start in 2025
- Have an entrepreneurial spirit

*Previously submitted business plans will not be accepted, and previous winners are ineligible. Proof of age and residency will be required.

Two Prizes will be awarded (One in each of the Elementary/High School Categories)

* 1. Contest Entry Information

Your Name

Home Address

City/Town

Postal Code

Email Address

Phone Number

* 2. What Level of School Are You In?

- Elementary School (Grades 7-8)
- Secondary School (Grades 9-12)

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Business Plan Overview

How to write a business plan and what is it?

A Business Plan is a crucial document for any start-up entrepreneur or business to indicate you are serious and have a plan on how to succeed.

As a young entrepreneur it will be a very good document to pitch your idea and convince others of your idea. You may be able to receive funds/money to start your business and you may have others that support your idea.

Most Business Plan's cover these four main areas

1. **Company Profile** (This describes your company and what it is, what products or services you have)
2. **Sales and Marketing** (Sales is how you generate revenue or money, Marketing is the method in which you make others aware of the company to generate sales)
3. **Operations** (Where is your business located and where are your suppliers located. It is an outline of how the company functions if you have products and materials if they are coming from different locations.
4. **Financials** (A cash flow forecast outlines where the money is going and coming from. If there is expenses in which you need to pay rent, hire staff, etc.)

Key Word Cheat Sheet (If you are in elementary school, you may require assistance from a parent or guardian)

Before you start review the Key Word Cheat Sheet below.
(What do these words mean? Find out below with a definition)

Product: Something made by human or machine.

Hint: This is what you may sell as part of your business.

Service: The type of work done for the public.

Hint: This is what your business may do or offer for your customers.

Customer: A person who buys products or services.

Hint: If you own a pizza shop your customer is those who will buy and eat the pizza.

Financing: The management of money or other resources.

Hint: Your business may require financing to get it started which could be those who let you borrow or receive some to start.

Investor: A person or company that invests or puts money into use for the purpose of making more money. Hint: Your business pitch idea may attract an investor to help make more money.

Target Market: This is the group of customers at which your product or service is for.

Hint: The type of person that may be interested in what your business offers. This may include an age range, hobbies, location, etc.

Competitor: A person, group, or thing that competes.

Hint: A competitor may be another business that is doing the same thing and selling what you may be selling. You must find ways to be different than them or show why your business is the one for your customers to choose.

Marketing: The method and activities involved in getting people to buy your product or service.

Hint: You may tell people about your business through online advertisements on the internet and Social Media.

Sales: Exchanging goods or services for money.

Hint: You give a payment to a cashier at the grocery store for foo

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Company Profile

* 3. What will your business name be?

* 4. Where do you plan to open your business?

* 5. Give a brief description of your business idea

* 6. What will your business be selling or do?

(List Products or Services and detailed description

* 7. What will make your business unique and stand out from your competitors?

* 8. Who is your Target Market (Customers)?

* 9. Why do you think you would be a good business owner?

* 10. When do you plan to open your business?

Date / Time

MM/DD/YYYY



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Sales and Marketing (How you will make money)

* 11. Where will you plan to sell your products or services?

- Locally (within Middlesex County)
- Provincially (within Ontario)
- Nationally (within Canada)
- Internationally (outside of Canada including other Countries)
- All of the Above

* 12. What price will you sell your product or services for?

List as many as you can

* 13. How many products do you plan to sell in a week?

(List a total price if you can of sales)

* 14. How do you plan to get customers to buy your product or service?

(This is the Marketing Plan)

Tip: Will you sell online or just in-person. What methods will you use to get people to buy what you are selling? (online ads, signs, flyers, etc.)

* 15. Are there other businesses that offer the same sort of product or service?

- Yes
- No

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Operations (How the business functions)

* 16. How many employees will your business have and what jobs will they be doing?

Tip: (It may be just yourself in the beginning and think about the future if you need to hire when your business grows bigger)

* 17. If you need employees to help work at your business, what skills will they require?

* 18. Think of your business location in the Company Profile Section. Why do you plan to locate your business where you chose to open it?

* 19. If your business has products you make or sell, how do you plan to get the supplies required?

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Financials (How you manage your money and expenses)

* 20. How much will it cost to start your business?

* 21. What will you need your money for to start your business? (Make a list of what you will need to purchase to start including the cost of each)

* 22. How will you get the money to start your business?

Tip: Do you already have it or will you need financial support such as an investor or other method

* 23. A grant is a method that you may receive money for your business and a loan is a method that you borrow money which must be paid back.

If you plan to borrow money how do you plan to pay it bac

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The Big Pitch!

This is it. You have one chance to pitch your idea. Think of everything that you compiled in your Business Plan and write it below in the section of how you will convince others of why your business idea is good.

A Business Pitch is a method in which you need to convince potential investors for money or potential business partners that wish to join and partner with your company

* 24. Write your Business Pitch.

Tip: Remember that too much information can sometimes be a disadvantage and think of the strong unique areas that will attract others to what it is you are planning to do

Make sure to send a 2 minute minimum video of you presenting your business pitch. Email it through WeTransfer to info@investinmiddlesex.ca

* 25. Please add the initials of your First and Last Name