

# RULES

## **Eligibility**

The competition is open to Canadians with a great idea, product, or business that has the potential to revolutionize the gaming industry.

An entrant may be an individual or a team.

Individuals or team members must be 19 years of age or older.

A pitch may only be entered once and the subject of the pitch must be your own work or that of your team. Any entrants discovered to be pitching others' ideas without appropriate consent will be immediately disqualified.

A company has not commercialized the product or service being pitched.

The entrant must participate and present at the exhibition/pitch-off to win.

Entries must be written, submitted, and presented in English.

Entrants who qualify for the Final Round (finalist) exhibition/pitch-off will be required to be present at the Canadian Launchpad, to be held in November, 2017 in Vancouver, British Columbia. Finalists will be given complimentary passes to the Launchpad. Team finalists shall be represented by no more than three members.

Additional entrants that do not make the final round MAY be invited to attend the event and participate in a poster session of innovative ideas at the event. Those only chosen for this will not be eligible for any finalist awards or participation in the on-stage contest of finalists.

You must be able and willing to travel to the Launchpad, and to cover all expenses related to your travel, if your entry is selected as a finalist and/or poster presentation.

At all times, entrants/finalists are expected to behave respectfully to all other contestants, sponsors, judges, volunteers, and audience members.

## **Structure of Competition**

### **Preliminary Round**

Entrants will submit a package consisting of:

1. Completed entry form
2. Executive summary (150 words or less)
3. Main document describing the entry (1,000 words or less)
4. Photographs, diagrams or graphic to support the main document (no more than 10MB)

### **Final Round**

Each finalist will prepare an exhibit of their choosing that fits on a 2.5 x 6-foot table placed in the Summit's exhibition hall, and give a 10-minute presentation on their entry to a panel of judges and the Launchpad attendees.

This will be followed by a Q&A session where the judges will have the opportunity to challenge the finalist through a series of questions. At the discretion of the judges, Q&A may be opened to the audience.

Pitches are limited to 10 minutes and finalists will be promptly cut off at the end of their allotted time. Pitches will be delivered in a random order determined on the day of the event. If a finalist misses their assigned slot they will not be permitted to present and may be disqualified.

The finalist must present the pitch in person. Team entries may have no more than two members of the team onstage.

A slide presentation may be used. The presentation must be submitted to the administrators in the form of a Microsoft PowerPoint or compatible file. The file must be submitted two weeks prior to the start of the Launchpad.

If physical objects or other aids are required for the presentation, the items must be able to be brought into the Launchpad's venue and be displayed on stage comfortably and safely. A detailed description of the objects must be submitted within two weeks of the start of the Launchpad. The finalist will be responsible for providing the items and will be solely responsible for them.

### **Judging Criteria**

In the Preliminary Round, written applications will be evaluated on the strength and quality of various business and technical criteria, with an emphasis on the ability to advance the industry and business of gaming.

In the Final Round, pitches will be evaluated against four categories:

1. Presentation: Body language/charisma, clarity, articulation, passion
2. Opportunity: Market identification, size and attractiveness, target customer identification
3. Solution: Value proposition, differentiation, financial viability/profitability
4. Impact: How will it affect the industry and business of gaming?

Decisions of the judges are final and may not be appealed.

### **Entry Deadlines**

The Preliminary Round is now open for submissions and has a deadline of October 7, 2017. The CGA reserves the right to extend this deadline depending on the number of submissions received.

Only complete entries will be accepted.

While the deadline for the Final Round is the event itself, please note that certain materials must be submitted in advance in accordance with the rules stated in "Final Round".

### **Prize**

One prize consisting of **\$10,000 CDN** will be awarded to a finalists deemed by the panel of judges to be the best entry according to the judging criteria (the "Winner").

Each finalist will be awarded **\$1,000 CDN**

Additional prizes and/or categories may be added at any time without prior notification.

It is the sole responsibility of the winning team to decide how the prize will be divided among the team's members.

The administrators will require the Winner to submit any necessary identification and documentation before the Prize is awarded.

### **Investment Opportunity**

Entrants/finalists may be invited to privately present to potential industry investors. These invitations will be determined on a case-by-case basis and are separate and independent of the competition's judging procedure.

Such presentations will not be considered as part of the competition and their outcomes will have no impact on the competition.

Declining the opportunity to present to potential industry investors will not impact the results of the competition.

The CGA will not be involved in facilitating meetings with potential industry investors.

## **The Entry Form**

Please read and understand the rules of the pitch competition before submitting your entry.

The Entry Form consists of four sections:

### **1. Contact Information**

Information about yourself, your team or company.

### **2. Executive Summary**

A quick summary of what your entry is about.

The judges will review your answers to these questions before being given the option to read the main submission document, so this is where you get to excite the judges and make them want to read more about your submission!

This section will cover:

- Name of your entry
- Description of your entry
- How your entry will improve the Canadian gaming industry
- What makes your entry exciting and compelling
- Who are your target customers
- How long will it take to get your idea to market
- Do you have a patent?
- Types of technologies involved
- If you are looking for funding or not

### **3. Documents and Materials**

You will be asked to upload a document containing a detailed description of your entry. The document can be in a Microsoft Word file, PDF, PowerPoint presentation, or a simple text file. Your file cannot exceed 10MB in size.

You will also be able to include additional supporting files or links to materials on the Internet, to help provide more information about your entry.

We support the following types of files: pdf, jpg, ppt, doc, jpeg, docx, mov, mp3, avi & png.

These files are optional.

#### **4. Final Step**

Here's where you submit your entry to us. Note that completing the Entry Form and submitting it means you accept to abide by the rules of the pitch competition.

While completing the Entry Form, you will be able to save your progress and resume at a later point, however, you will not be able to proceed to the next page of the Entry Form until the mandatory fields in the current page are filled out. Those fields are indicated with an asterisk (\*).

You can always go back to a page to edit your responses in any of the fields, including the mandatory fields.

The judges will not be able to see your entry until you submit it.

Please check your entry before submitting as it can't be pulled back once it's sent. Your entry isn't considered final until it is submitted.

Only complete entries will be sent to the judges for review.

If you have any questions, please go [here \(link to contact page\)](#).

Good luck and we hope to see you in Vancouver!

[Go to the Entry Form](#)

#### **Disclosure Notice**

All entries will be accessible to the contest's administrators, judges, and sponsors.

Entries shall not constitute an attempt to solicit investment from the administrators, judges, or attendees of the Launchpad.

Finalists will be required to exhibit AND pitch to the attendees of the Launchpad. By participating, entrants/finalists agree that all presentation materials and information presented in the competition

will become public knowledge. Entrants/finalists should take any necessary measures to protect their intellectual property, as no formal guarantee of confidentiality will be provided or implied.

Furthermore, entrants/finalists consent to the use their name, likeness, and the information provided in this competition in print and electronic communication media as determined by the administrators.

The administrators of the competition reserve the right to suspend or cancel the competition at any time for any reason. No prizes will be awarded if the competition is suspended or cancelled.