

McMaster Engineering GRIT Tank Event 2018 2019

The GRIT Tank Event is an opportunity for participants to present a new business proposal to a panel of experienced business advisors. This panel will provide mentorship to the top 3 teams and help develop their business ideas into marketable businesses in the future. As such, participants must present a pragmatic business idea with a product or service that has proven market demand. Participants must demonstrate the product or service through the use of prototypes and/or visual aids.

The top 3 finalists for each judge panel will be announced at the end of the preliminary competition and will enter the final round of competition where they will present in front of all panelists. The top three winning teams from this final round will proceed to ICDC.

Please note: This is a DECA Ontario Provincial Competition event only. The top 3 winning teams will compete at ICDC in one of the following pre-existing categories: ESB, EFB, EIB, or EIP. Adjustments to the participant(s) entry to meet the requirements of the corresponding ICDC event can be made after the Provincial Competition to be ready for vetting at the Written Events Training session on **Saturday, April 6th, 2019**. For specific information on these categories, please visit the deca.ca competitive event listing.



1 to 3 PARTICIPANTS

1



PAGES ALLOWED

15



PRESENTATION TIME

- The GRIT Tank Event consists of a one-page business model using the lean business model canvas. The canvas is a way to present the key components of a business model on one piece of paper.
- This is an interactive presentation – judges will interject with questions and comments throughout the presentation. Questions posed to the team will be specific to the proposed business. Participants must be knowledgeable on all aspects of venture planning in order to address these questions.
- One to three DECA members will create each entry. All participants must present to the panel of judges and all participants must respond to the judges' questions.
- The lean business model canvas must be submitted **electronically** through turnitin.com on **January 15th, 2019** to confirm participation. Please follow the guidelines for written events submissions available at deca.ca. In addition, five hardcopies (each 1 page) must be distributed to the judge panel at the time of presentation.
- The oral presentation may be a maximum of 15 minutes in length including set up.
- The panel of judges will evaluate the lean business model canvas and presentation based on the pragmatism of the business idea, effectiveness of presentation, and ability to handle questioning. Note: Judges will not have read the business canvas prior to the presentation, but will evaluate it during and after the presentation.



FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The lean business case model must focus on the following topic:

Improving the efficiency (both time and cost) of retrofitting an existing home for accessibility and barrier free living.

One page, typewritten, no foldouts or attachments.

The content of the business canvas should demonstrate thorough consideration of all aspects of a venture plan:

1. **Problem** - In this section, members should list the top three problems their product/service is addressing.
2. **Customer Segments** - In this section, members should list who the primary customers will be for their product or service.
3. **Unique Value Proposition** - In this section, members should identify the single, clear, compelling message that states why their product/service is different and worth buying.
4. **Solution** - In this section, members should identify the top three features of their product/service.
5. **Channels** - In this section, members should determine the possible pathways to customers.
6. **Revenue Streams** - In this section, members must explain the revenue model, determine lifetime values, describe the revenue, and determine gross margins.
7. **Cost Structure** - In this section, members should calculate the customer acquisition costs, the distribution costs, the human resources costs, and any other additional costs.
8. **Key Metrics** - In this section, members should identify the key activities that must be measured.
9. **Competitive Advantage** - In this section, members should describe what about their product/service means that it cannot be easily copied or bought.



PRESENTATION GUIDELINES

- During and after the presentation, the judges will evaluate the business canvas. The major emphasis of the written portion is highlighting the key components of and the research supporting the venture plan. Again, the judges will not have read the business canvas prior to the presentation.
- Participants will present the business idea to the judge panel in a 15-minute presentation worth 100 points inclusive of the business canvas. (See Presentation Evaluation Form).
- All visuals must be carried in and set up by the participant(s) themselves. Setup is included in the 15-minute presentation time.
- No AV will be provided. Participants are responsible for bringing compatible files on a USB. No internet connection will be supplied. Presentations without the use of AV are also acceptable.
- The presentation begins immediately after set up and is initiated by the participants thanking the judges for hearing their proposal.
- Prepared materials appropriate to the situation (i.e. prototypes, flyers, brochures, pamphlets, business cards, etc.) may be handed to or left with judges. Items of monetary value may be handed to but may not be left with judges. No food or drinks allowed unless the product is fundamental to the presentation.
- If any of these rules are violated, the judge must notify the adult assistant.



PRESENTATION JUDGING

The participant(s) assumes the role of an entrepreneur presenting a business idea to the judges. During the 15 minutes of presentation, the participant(s) will set up visual aids, distribute 5 hard copies of their business canvas, and present their business. Set-up, presentation, and Q&A are included in the 15 minutes.

This is meant to be an interactive presentation. The participants and judges may freely interact, asking and responding to questions and comments throughout the 15 minutes. After the judges have all the information needed to evaluate or when the 15 minutes are up, whichever comes first, the judges will thank the participant(s) for their presentation. Judges will be provided a timer and an adult assistant will enter the room when the 15 minutes are done.

Judges should become familiar with the Presentation Evaluation Form attached. It may help to hear a few entries before scoring them. Notes can be made on the distributed business canvas for reference when scoring. Any additional constructive feedback can be Communicated on the evaluation forms directly to help participants understand their scores. These will be distributed to participants after the awards ceremony day after the competition.

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CONCEPT PAPER AND ORAL PRESENTATION EVALUATION FORM

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Problem - Members should list the top three problems their product/service is addressing.	1-2	3-4-5	6-7-8	9-10	
2.	Customer Segments - Members should list who the primary customers will be for their product or service.	1-2	3-4-5	6-7-8	9-10	
3.	Unique Value Proposition - Members should identify the single, clear, compelling message that states why their product/service is different and worth buying.	1-2	3-4-5	6-7-8	9-10	
4.	Solution - Members should identify the top three features of their product/service.	1-2	3-4-5	6-7-8	9-10	
5.	Channels - Members should determine the possible pathways to customers.	1-2	3-4-5	6-7-8	9-10	
6.	Revenue Streams - Members must explain the revenue model, determine lifetime values, describe the revenue, and determine gross margins.	1-2	3-4-5	6-7-8	9-10	
7.	Cost Structure - Members should calculate the customer acquisition costs, the distribution costs, the human resources costs, and any other additional costs.	1-2	3-4-5	6-7-8	9-10	
8.	Key Metrics - Members should identify the key activities that must be measured.	1-2	3-4-5	6-7-8	9-10	
9.	Competitive Advantage - Members should describe what about their product/service means that it cannot be easily copied or bought.	1-2	3-4-5	6-7-8	9-10	
OVERALL IMPRESSION						
10.	Overall impression of the presentation and of the participant(s) (articulate, knowledgeable, distribution of talking points)	1	2-3	4	5	
11.	Ability to address questions clearly and professionally	1	2-3	4	5	
Total Possible Points: 100					Total Score	