



Dragons' Den Meaford Qualifying Criteria for Applicants

Wednesday, October 21st, 2009



Meaford's homegrown take-off of CBC's hit TV show "**Dragons' Den**" will feature 7 contestants pitching their new business ideas to a panel of 5 "**Dragons**" in front of a live audience at **Meaford Hall** for criticism, compliments and cash! Presented by the Meaford & District Chamber of Commerce, "**Dragons' Den Meaford**" will endeavor to help stimulate new business ideas for Meaford, encourage the spirit of first time entrepreneurs, and promote the new Municipal Economic Development Strategy.

Timelines

- All submissions must be received by the Meaford & District Chamber of Commerce no later than 4:30pm on Tuesday, September 15th.
- Selected applicants will be interviewed by the selection committee between September 28th & 30th.
- Finalists for the event will be announced Monday, October 5th.
- Event takes place Wednesday, October 21st, 2009 at 7pm in the Opera House at Meaford Hall, 12 Nelson St. E.

Who are the Dragons?

- 1) Barbara Kay – Meaford & District Chamber of Commerce
- 2) Todd Campbell – RBA Financial
- 3) Chris Davies – Muxlow Pharmacy
- 4) Dr. Neil Lamont – Coffin Ridge Vineyard & Winery
- 5) Paul Astbury – Rotary Club of Meaford

Prizes

- Each Dragon will contribute a minimum of \$1,000 to the business proposal(s) s/he deems to have the most merit. Potentially, a participant could walk away with \$5,000 or more.
- A business account package at a local banking institution valued at \$500 will be available for the winning proposal. Package includes Quickbooks EasyStart 2009 (full version), 5 months fee waiver on account plan for business, ChequeEssentials kit, and 6 months unlimited personal banking. In the event of multiple winners, each will receive a package (maximum 3 winners).
- A business plan assistance and mentoring package will be awarded by the Business Enterprise Centre, Owen Sound. In the event of multiple winners, each will receive a package.

Criteria for Submissions (PLEASE READ CAREFULLY)

- A total of 7 contestants will be selected for the event on October 21st. One of these spots will be reserved for a Georgian Bay Secondary School student.
- All potential businesses are eligible under the assumption that should they win, they will operate within the Municipality of Meaford. Submissions, however, are not limited to Meaford residents.
- Submissions must include a one-page synopsis outlining the proposed business idea, specifically how it relates to one of the following four pillars of the new Meaford Economic Development Strategy:
 - 1) Retail
 - 2) Tourism
 - 3) Agribusiness
 - 4) Green
- In addition to the one-page synopsis, an outline of specific technological/format requirements for presentations must be provided including details on audio/visual that will be used (i.e. DVD, Power Point, etc.). This includes a specific breakdown of length (i.e. video), number of slides for Power Point, etc.
- All audio/visual material to complement the presentation must not exceed 3 minutes and is included in the 10-minute maximum.
- All supporting documentation (i.e. business plan, copy of audio/visual, etc.) to substantiate a proposal is welcome. However, the selection committee cannot guarantee the return of any submitted materials, and it is recommended that non-returnable copies of submitted material be made by applicants prior.
- Business pitches during the event are limited to 10 minutes maximum followed by a Q&A from the Dragons and possibly members of the audience (moderated by the host).
- Upon submission of materials, applicants will be required to sign a form of acknowledgment and acceptance of the terms and conditions outlined above.

Where to Submit

- Submissions can be dropped off to 16 Trowbridge Street West between 9am and 4:30pm, Monday – Friday, faxed to 519-538-5493 or mailed to:

Attn: Dragons' Den Meaford
Meaford & District Chamber of Commerce
Box 4836, 16 Trowbridge St. W.
Meaford, ON N4L 1X6

For more information, please contact the Meaford & District Chamber of Commerce at 519-538-1640 or business@mdcc.ca.