



**PRESENTED BY...**



**AGREEMENT BETWEEN PETERBOROUGH  
DOWNTOWN BUSINESS IMPROVEMENT AREA  
&  
WIN THIS SPACE CONTESTANTS**

**Eligibility**

The competition is open to all legal residents of Canada who are 19 years of age or older and residing in the province of Ontario at the time of submitting an entry to the Win This Space competition. (Hereafter referred to as the “**Contestants**.”)

The Contestants may be a sole proprietorship or partnership. However, no franchises, restaurants, cafés or individuals looking to purchase/take-over an existing business will be considered. In the case of a partnership, only one representative need apply to the Win This Space competition. The Adjudicating Committee (the “**Committee**”) will have sole and absolute discretion in determining whether or not a Contestant is eligible for this competition and such determinations shall be final.

Candidates must be willing to commit to signing a minimum one-year lease from one of the participating spaces, which are available for lease at the end of the competition. If none of these spaces are not suitable for the winning business, another location may be sourced from the downtown Peterborough boundaries.

Candidates must have submitted an entry into the competition by the deadline date as described on the website <[www.winthisspace.com](http://www.winthisspace.com)> to have their business considered as part of the competition.

The Committee will select the top 10 businesses (the “**Top 10**”) to advance to the next phase of the competition and to receive a series of three free mandatory business workshops presented by Win This Space partners.

## **Official Rules and Regulations**

In-kind prizes (including gift certificates) are not transferable and may not be redeemed for cash. In-kind prizes may have an expiry date and prize winners shall not request extensions or substitutions and any such requests will be denied.

The Committee will review all completed and submitted business plans, and other supporting documents submitted by the Contestants. Printed and digital business plan proposals submitted for consideration to the competition may not be returned. All decisions, judgments, and selections of the committee are at the sole and absolute discretion of the Committee and are final with no right of appeal. By participating in the competition, each Contestant agrees to these Official Rules and Regulations and to all decisions of the Committee.

The Peterborough Downtown Business Improvement Area (the “**Peterborough DBIA**”) and its partners reserve the right to use all participants’ names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants unless required by law.

By submitting an application for and entering the competition, each Contestant advancing to the final phase of the competition may be asked to submit proof of their financial status and agree to having a background/reference check if required.

The Peterborough DBIA and its partners shall strive to provide support to any viable business entering the competition, whether or not that business wins the Win This Space competition.

All Contestants must identify any potential conflicts of interest with the DBIA when submitting their application. By discussing a potential conflict, the Win This Space organizers can clarify with the applicant whether it could be an issue. The Committee will be notified of such potential conflicts of interests by the Peterborough DBIA.

If selected as the Winner (the “**Winner**”), the Contestant agrees to accept the prize award from the Peterborough DBIA and its partners, but the Peterborough DBIA will make the lease payments directly to the landlord. The Winner will not receive the money directly.

Should the situation arise, the Winner may be asked to show a viable budget detailing their ability to generate any remaining income needed to cover expenses above and beyond the lease payment supplied by Win This Space.

The lease agreement and term will be agreed upon by the landlord/property agent and the Winner and not involve the Peterborough DBIA and its partners.

If the Winner closes the business prior to the first year, all remaining payments towards the monthly lease amount will be returned back to the Peterborough DBIA and its partners and the remaining prize amount will be offered to one of the competition’s runners-up.

The Win This Space Competition Official Rules and Regulations are subject to change and update without prior notice.

### **Application and Selection Process**

The Committee can choose up to ten applicants to advance to the next phase for additional consideration and to receive and complete, to the Peterborough DBIA's satisfaction, a series of three free mandatory business development workshops. All other applicants will be informed of their elimination from the competition.

The Top 10 can obtain further assistance with their business plan submission from other business assistance services during the competition, if they choose. Any/all additional services utilized will be at the candidate's own expense and not reimbursed for by the organizers of this competition. However, mentoring will be provided at no expense to the Contestants by the Business Advisory Centre at Peterborough & the Kawarthas Economic Development.

The Top 10 must submit their business plans and supporting documents to the Peterborough DBIA by a deadline as communicated via website, email and/or other communication methods. (See the Appendix A for the Win This Space timeline and important dates)

The Top 10 will be expected to present their respective business plans to the Committee and be asked to demonstrate via a business plan presentation on how the business will be displayed, marketed, etc. During this appearance, the finalists must be prepared to answer questions from the Committee and demonstrate product and business acumen as well as discuss financial planning for the purpose of sustaining a minimum one-year commitment to lease.

The Winner will be announced at the Finale Event. The winning entry will be awarded the grand prize paid out by the Peterborough DBIA as monthly cheques directly to the landlord.

In the event the Winner cannot make suitable leasing arrangements to set up their business within the timeline provided in Appendix A, the prize may be awarded to an alternate winner as selected by the Committee to fulfill the role of the Winner.

The Winner will be provided with a list of possible locations in downtown Peterborough and the Winner must then negotiate with the property owner(s) and construct a working lease agreement no later than the timeline as described in the Appendix A. If the Winner does not achieve a grand opening on or before the timeline as described in the Appendix A, the incentive package is forfeited and will be awarded/offered to a runner-up by the Committee.

By accepting the grand prize package, the Winner releases and discharges the Peterborough DBIA and its partners, participating sponsors, information providers, content providers, advertisers, advertising agencies, promotional and marketing agencies, and any other legal entity involved with or

otherwise providing services related to this competition and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the grand prize or from participation in this competition.

Information regarding the Winner will be posted on the Win This Space Downtown Peterborough website, [www.winthisspace.com](http://www.winthisspace.com), and will be released to the public through media alerts and other written, printed, digital and oral venues.

**Winner's Obligation**

The Winner will be obligated to;

- Execute a minimum one-year lease for a retail/service/office, in the downtown area of Peterborough
- Ensure his/her business is eligible to open in downtown Peterborough (zoning, by-law, etc.)
- Be open to the general public no later than the date as described in Appendix A
- Operate during all normal/customary business hours for the term of the lease

The Winner may not sublet any part of the leased space during the first year unless outlined in the business plan submitted and approved in advance by the Committee in writing at the Committee's sole and absolute discretion.

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I, , (Contestant of Win This Space competition) have read the above, and confirm that I meet the eligibility requirements of the Win This Space competition and will abide by the Official Rules and Regulations and winner's obligations as set forth herein.

\_\_\_\_\_  
Contestant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Date

## **Appendix A: 2018-2019 Win This Space Important Dates, Timeline & Locations**

**September 18, 2018 (Tuesday, 5:30PM): Official Launch (Application Submission Starts) at *Venture North***

**November 16, 2018 (Friday, 4:00PM): Application Deadline**

**November 27, 2018 (Tuesday, 5:30PM-8:30PM): Top 10 Selection (Private Event)**

**December 12, 2018 (Wednesday, 6:00PM-8:00PM): Top 10 Finalists Orientation at *The Venue Peterborough***

**January 8, 2019 (Tuesday, 1:00PM-4:00PM): Finance Workshop at *Community Futures Peterborough***

**January 15, 2019 (Tuesday, 1:00PM-4:00PM): Marketing/Branding Workshop at *BrandHealth***

**January 22, 2019 (Tuesday, 1:00PM-4:00PM): Business Plan Workshop at *Peterborough & the Kawarthas Economic Development***

**February 7, 2019 (Thursday, 11:59PM): Business Plan with Executive Summary Due Date**

**February 8-26, 2019 (Friday-Monday): Judges Review & Score Top 10 Business Plans**

**February 26, 2019 (Tuesday, 5:30PM-8:30PM): Interview with Judges at *Peterborough & the Kawarthas Economic Development***

**February 26-March 5, 2019 (Wednesday-Monday): Final Scoring**

**March 5, 2019 (Tuesday, 5:30PM-8:00PM): Finale Event (Winner Announcement) at *The Venue Peterborough***

**April 1, 2019: Location Selection**

\*The Winner must choose one of the participating locations by this date and notify the Peterborough DBIA.

**May 1, 2019: Winner Move-In Date**

\*The Winner receives a key

**August 1, 2019: Winner Business Open to the Public**

## Appendix B: Selection Criteria (Video Pitch/Top 10 Selection) (25% of Final Score)



### Win This Space Video Pitch Judging Criteria

CRITERIA	DESCRIPTION	1	2	3	4	5
Composition Max 10 points	<b>Effort</b> in creating the video (used props, audio & video effects and other tools)					
	<b>Video presentation</b> (composition & content)					
Communication Max 25 points	Delivered <b>clear speech</b>					
	<b>Organized delivery</b>					
	Supported <b>key points</b> with sufficient detail					
	Created an <b>engaging pitch presentation</b>					
	Demonstrated <b>enthusiasm/passion</b> for the business					
Viability of the Business Max 35 points	Presented a <b>realistic business idea</b>					
	Presented a <b>clearly defined market need</b>					
	Presented a <b>solution</b> to the problem/opportunity					
	Presented understanding of the <b>market demographics</b>					
	Presented understanding of the <b>competitive advantages</b>					
	Is this a <b>suitable business</b> for a <b>downtown</b> storefront?					
	Is there a <b>credible and sustainable business model</b> ?					

Note:

Name of Judge: \_\_\_\_\_

## Appendix C: Selection Criteria (Business Plan) (40% of Final Score)

Ranking System

Poor Avg Great

CRITERIA	DESCRIPTION	1	2	3	4	5	Final Score
<b>Executive Summary</b> Max 40 points	Summarized compelling product/service offering and business model						
	Summarized compelling problems/opportunities						
	Summarized compelling unique value proposition(s)						
	Summarized competition and competitive advantages						
	Summarized compelling financial viability of the business						
	Summarized compelling market/industry trends						
	Summarized compelling financial forecast (cost, breakeven, etc)						
	Summarized future action plans for the business						
<b>Business Description &amp; Customer Segments</b> Max 20 points	Detailed description of the business model						
	Identified relevant trends						
	Provided information on potential industry growth						
	Provided demographic information						
<b>Product/Service</b> Max 10 points	Described product/service						
	Described key benefits of offering to customer						
<b>Problems &amp; Solutions</b> Max 15 points	Identified compelling problems/opportunities						
	Details how the business will provide solutions to problems						
	Linked benefits to the solution						
<b>Unique Value Proposition</b> Max 5 points	Provided clear and compelling details of unique value proposition(s)						

<b>Marketing</b> Max 5 points	Branding and marketing strategy									
<b>Competitive Advantage</b> Max 10 points	Understands the business's SWOT to create clear competitive advantages (Strength, Weakness, Opportunity & Treat)									
	Clearly differentiated from competitors									
<b>Cost Structures</b> Max 10 points	Clearly laid out the fixed and variable costs of the business									
	Presented a detailed pricing strategy									
<b>Revenue Streams</b> Max 15 points	Demonstrated viability of the business through revenue streams									
	Summarized key financials (First and second year gross sales and net income forecast)									
	Provided reasonable break-even point									
<b>Key Metrics &amp; Action Plan</b> Max 10 points	Described the key metrics of the business									
	Presented a well thought out action plan to meet key metrics									
<b>Win This Space</b> Max 10 points	Will this business survive in the downtown									
	Will this business enhance the downtown shopping experience									
<b>Bonus Points</b> Max 5 points	Relevant support documents supplied									
<b>Notes:</b>									<b>Total Score:</b>	

Name of Judge: \_\_\_\_\_



## Appendix D: Selection Criteria (Interview) (35% of Final Score)



### Win This Space Interview Judging Criteria

INTERVIEW SCORE CARD							
Business:		Poor	Avg	Great			
CRITERIA	DESCRIPTION	1	2	3	4	5	Total Score
<b>Personality</b> Max 15 points	Presented the passion and enthusiasm about the business						
	Represented the brand of the business well						
	Provided compelling business objectives and mission						
<b>Startup Ready</b> Max 15 points	Presented confidence to take on the responsibilities to open a storefront						
	Demonstrated understanding of the various challenges such as liabilities and time commitment						
	Knowledge and understanding of other resources outside the Win This Space for growth (Peterborough Economic Development, Community Futures, etc)						
<b>Viability of the Business</b> Max 30 points	Ability to draw shoppers into the downtown Peterborough						
	Ability to bring innovative and unique components to the downtown Peterborough						
	Ability to survive past the "Year 1"						
	Provided details about clearly defined market						
	Demonstrated deep knowledge of trends and industry						
	Presented sustainable and viable business model						
<b>Note:</b>		<b>Total Score:</b>					

Name of Judge: \_\_\_\_\_