

TD
ENTREPRENEURSHIP
CHALLENGE



2015-2016
HANDBOOK



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TD Entrepreneurship

Challenge Overview

Purpose

This challenge encourages Enactus teams to develop and implement projects that teach relevant entrepreneurship skills, empowering aspiring and existing entrepreneurs to create positive livelihood outcomes.

Judging Criterion

Which Enactus team most effectively used entrepreneurship programming to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?

Judging Elements

The following ideas serve as a guide to help teams and judges better understand the framework and content of the criterion.

1. How should a team conduct a “needs assessment”?
 - Enactus teams must properly showcase how they have researched and identified that their chosen audience was lacking entrepreneurial skills, knowledge or education which has prevented them from exploring entrepreneurship as a viable career option or running a successful business.
 - To score well on this criterion, teams must also demonstrate that they have addressed their defined need and shifted project participants from dependency to self-determination, teaching them to do things for themselves. This could include providing an aspiring entrepreneur with the confidence and skills required to manage their new small business, or providing a small business owner with the marketing knowledge to grow their business.
2. What is “entrepreneurship programming”?
 - Entrepreneurship programming, from an Enactus perspective, can be either teaching others about entrepreneurship, helping entrepreneurs accelerate the growth of their business, or setting up a social enterprise to empower individuals in their communities. It can also refer to leveraging entrepreneurship as a powerful tool for positive change. Teams should seek to empower others to consider entrepreneurship as a viable career option.

3. How are people “empowered”?

- Teams directly empower individuals when the project beneficiaries take the skills and/or knowledge they learn during the initial stages of the project and implement the skills and/or knowledge in their lives
- Direct empowerment requires communication, understanding and challenging long-standing assumptions about what outcomes people need
- A collaborative approach is key when working with the target audiences. Project beneficiaries should be an active part of all the stages of project design and execution
- Teams should always consider incorporating solutions for long-term empowerment in their project design

4. What are livelihoods?

- A livelihood is the means and activities involved in sustaining an individual’s life. Livelihoods are fueled by what are known as livelihood assets
- Five categories of livelihood assets:
 - Financial assets: Financial resources available to an individual
 - Social assets: Networks, groups and relationships
 - Natural assets: Natural resources available to an individual (e.g. air, water, land, etc.)
 - Physical assets: Basic infrastructure and goods (e.g. shelter, transportation, water supply, sanitation, energy, etc.)
 - Human assets: Skills, knowledge and ability to work and pursue livelihood strategies
- Livelihood strategies are the methods and processes used to transform livelihood assets into outcomes
 - Successful Enactus projects investigate the current livelihood strategies employed. Teams should work with the target audience to take an entrepreneurial approach to current strategies or develop new sustainable strategies instead
- Livelihood outcomes are the benefit or changes for individuals during or after participating in Enactus projects
 - Livelihood outcomes are not always income-based
 - Other positive livelihood outcomes may be better health, less vulnerability, environmentally sustainable use of natural resources or food security

5. What makes an Enactus project “economically, socially and environmentally sustainable”?

- These three areas of focus are in reference to the triple bottom line concept, (i.e. profit, people, planet) and are meant to illustrate the fact that for a project or initiative to be truly effective and sustainable it must make sense economically as well as socially and environmentally
- Due consideration must be given to the three areas, although one or more may have greater relevance in particular circumstances
- To the degree that any of the three areas of sustainability are relevant to the situation, they should be addressed in an integrated manner as a part of the project rather than as separate activities

National Challenge

Format and Competition Rules

Written Report

Each competing team will be required to complete the “TD Entrepreneurship Challenge Report”, a standardized report limited to one single sheet of 8 ½” X 11” paper with print on only one side of the sheet. **You must use the template provided.** A modifiable version is available for download at www.enactus.ca/resources. A static version is included in Appendix II for your reference.

A digital copy of the report must be emailed to your Program Manager prior to the event.

Reports are distributed by team members to the judges during the set-up period as outlined below. You will be notified by your Program Manager regarding the number of copies you will need to print approximately one week prior to the event.

Note: The report is the only document you are allowed to distribute to judges during the set-up period. A team roster with biographical information on members is no longer permitted.

Live Presentation

Each competing team will have an eleven (11) minute time block for its verbal/audio/visual presentation. Once the faculty advisor and team have been formally introduced, the time will be divided as follows:

- Equipment set-up and annual report distribution - three (3) minutes
- Live audio-visual presentation - five (5) minutes
- Question and answer period - three (3) minutes

Note: Each team participating in the TD Entrepreneurship Challenge is encouraged to mention TD Bank Group and their commitment to entrepreneurial education in their TD Entrepreneurship Challenge presentation as well as their overall Enactus National Competition presentation.

Project Verification Form

Every team must have their Faculty Advisor, one student and one administrator (e.g. dean, department chair or institution president) review their Annual Report and sign the Project Verification Form. If a team's Faculty Advisor is also an administrator, the form must be signed by another administrator. Teams are only required to submit one verification form at the Regional Exposition, which covers any National Challenges they are competing in. The Project Verification Form serves as just one part of an internal audit of projects and activities at all levels of competition: regional, national, and at the Enactus World Cup. The Project Verification Form can be found in Appendix III of this handbook.

Competition

The regional rounds of competition for the TD Entrepreneurship Challenge will take place with teams competing in one of the leagues at each of the Enactus Canada Regional Expositions. The Regional Champion teams will move on to compete at the TD Entrepreneurship Challenge Final Round of Competition during the Enactus Canada National Exposition.

For more information on dates of Enactus Canada Regional and National Expositions, please visit www.enactus.ca/enactus-events/. The individual team evaluations forms used by the judges in competition are available in Appendix I of this handbook.

Prize Structure

This competition is designed to reward the Enactus teams that best fulfill the judging criterion. The award structure for this national challenge is as follows:

TD Entrepreneurship Challenge Regional Round of Competition	
TD Entrepreneurship Challenge Impact Award (1+ per league, dependent on number of teams)	\$500
TD Entrepreneurship Challenge Regional Runner-Up (1 per league)	\$1,000
TD Entrepreneurship Challenge Regional Champion (1-2 per league dependent on the number of leagues, there will be a minimum of 2 Regional Champions per region)	\$1,500

TD Entrepreneurship Challenge Final Round of Competition	
TD Entrepreneurship Challenge National Second Runner-Up	\$1,000
TD Entrepreneurship Challenge National Runner-Up	\$2,000
TD Entrepreneurship Challenge National Champion	\$3,000

Note: Prize structure is subject to change without notice.

Evaluating Project Impact and Outcomes

There are many positive results that you can derive from an entrepreneurship project. The three that we are going to provide more guidance on are:

1. Helping an aspiring entrepreneur start a new business
2. Helping a current entrepreneur expand their existing business
3. Setting up your own social enterprise

The first two outcomes correspond with two potential audiences, people who are currently entrepreneurs and people who are not. Here is a look at the potential impact you can have on both entrepreneurs and potential entrepreneurs.

1. Helping an aspiring entrepreneur start a new business

The largest audience for entrepreneurship projects is potential entrepreneurs. When dealing with potential entrepreneurs there are people that want to start a business and those that do not. There is a clear progression amongst potential entrepreneurs:



Projects that work with potential entrepreneurs should focus on moving people up that progression. This is an intentional simplification. There are people that will never be interested in starting a business. Conversely there are people that have wanted to start a business since they first began thinking about what they want to do with their life. The two areas where an Enactus team can have an impact are working on the two stages of progression.

When working with people that are not currently thinking of starting a business, Enactus teams can provide a sales pitch for why being an entrepreneur can be a good career option and educate them on the topic. Once someone is considering starting a business Enactus teams can then help them become a business owner by identifying the knowledge and resources they require. Once these things are identified, the Enactus team can help the aspiring entrepreneur attain them.

Very few people will know everything they need to know in order to start a business. Enactus teams can focus on filling that skills gap to give them all the knowledge they need to launch an enterprise. Starting a business can also require a great deal of resources. Enactus teams have had great success in the past with connecting potential entrepreneurs with funders or agencies that can provide the necessary resources.

Potential quantitative outcomes related to working with aspiring/potential entrepreneurs include, but are not limited to:

- Number of people who have changed their opinion on starting a business
- Number of business plans written
- Businesses started (and related revenue, jobs, etc.)
- New products created

In terms of qualitative outcomes, entrepreneurship is like a lot of other careers, where doing something you truly want to do can improve your personal satisfaction and fulfillment. If someone wants to be an entrepreneur and an Enactus project helps them achieve this goal then there is an increase in quality of life that comes from the mental wellbeing of doing what you want and overcoming obstacles.

2. Helping a current entrepreneur expand their existing business

Working with existing entrepreneurs to improve their businesses can have a significant positive impact on the economy and on the entrepreneur themselves. Current entrepreneurs will also need a mix of knowledge and resources to grow their business. Every entrepreneur has a different potential for growth. Some entrepreneurs might just want to get to a point where they can support themselves, others might have the drive and vision to lead a billion dollar company.

The job of the Enactus team is to assess what it is that is currently holding up the entrepreneur and remove those barriers. Teams often take the role of consultants working with the small businesses, first accessing the issues and then working with the entrepreneur to solve them.

Increased entrepreneurial activity can have a direct impact on standard of living. The two main outcomes that can be achieved through entrepreneurial projects are new businesses started and existing businesses expanded. Both of these outcomes have measurable indicators, such as:

- Businesses started
- Jobs created
- Increased revenues
- Improved profit margins

All of these measurements can translate into an increase in standard of living. A more successful business can mean more income for the owner. More jobs created can mean less hunger and poverty in a community. More entrepreneurs can mean higher tax revenue for a community which will lead to better schools and social services.

As it relates to quality of life, entrepreneurship is a very interesting career option and has an impact beyond those measures related to Standard of Living listed above. If someone wants to be a successful entrepreneur and an Enactus project helps them achieve this goal then there is an increase in quality of life that comes from the mental wellbeing of being successful at what you want to do. Entrepreneurship can also be extremely stressful. For this reason, helping an entrepreneur be more successful can reduce stress and improve health.

The economic gains created by entrepreneurs also have an impact on quality of life. More jobs means lower unemployment and poverty, which leads to less social problems like crime and marginalization. More successful entrepreneurs can also lead to greater research, development and innovation, which could lead to solutions to any number of problems facing society. Entrepreneurship is a powerful tool for improving the lives of large groups of people.

3. *Setting up a social enterprise*

The third route Enactus teams might choose to explore is the establishment of their very own social enterprise. Social enterprises are established when teams find an economically viable solution to an environmental or a social problem. Some of the greatest Enactus projects in the world were built using this model. Measuring the impact of this enterprise will depend on the type of activities you are pursuing. If the business aims to achieve an environmental impact, your team will want to track metrics like:

- Metric tonnes of waste diverted or repurposed
- Metric tonnes of CO² emissions reduced
- Liters of water conserved

That being said, the area in which enterprises launched by Enactus team have the potential to be the most impactful is socially. It enables you to create meaningful employment opportunities to marginalized segments of the population. Individuals who have a hard time finding a job can gain a lot from being given an opportunity to positively contribute to their community. It can boost their self-confidence, allow them to learn new transferable skills, earn a steady income and expand their network. From a quantifiable perspective, your team will want to track impact as it relates to:

- Number of people socially integrated into their communities
- Increase in assets or reduction of debt of participants
- Number of people educated on a career skill
- Number of jobs created

There are various ways to measure the success of an enterprise, and it is up to your team to define what your key success factors are. It is possible that your team deems the environmental or the social impact you are achieving through your social enterprise to be more important than its economic results. That being said, economic viability is directly related to the long-term sustainability of the initiative. It allows your team to sustain the impact you are creating. It allows you to keep on doing what you are doing. For these reasons, it is important to track economic indicators of performance as well, such as:

- Revenues & sales generated
- Profits generated
- Number of jobs created
- Financing acquired

The indicators listed in this whole section are meant to help frame your thinking, but remember that this list is not exhaustive. If you think additional metrics would be relevant to the effective measurement of your project's impact, please feel free to tailor your reporting accordingly.

Additional Resources

There are a variety of resources available for entrepreneurs in Canada. Examples of some resources to consult for advice and support when it comes to entrepreneurship are:

- Local boards of trade
- Entrepreneurship professors and entrepreneurship or small business centres at your school or within your community
- Online resources such as:
 - Industry Canada - <http://ic.gc.ca>
 - CanadaOne Magazine - <http://canadaone.com>
 - Resources on the Futurpreneur website - <http://www.futurpreneur.ca/en/resources/>
 - Canada Business (Government service) - <http://www.canadabusiness.ca/gol/cbec/site.nsf/en/index.html>

Using the TD Bank Group Logo

If you require the TD Bank Group logo to recognize the bank for their support, please contact the Enactus Canada National Office for logo formats and branding guidelines.

Media Relations

All Enactus teams should appoint one student leader to be in charge of media relations efforts for the year. This person needs to fully understand the Enactus program and be familiar with the projects the team has implemented that relate to the TD Entrepreneurship Challenge. Additional coaching on media relations can be provided by the Enactus Canada National Office. For more information, contact your program development manager.

Proper wording to refer to when speaking about this national challenge:

Entire Competition	TD Entrepreneurship Challenge
Regional Competition	TD Entrepreneurship Challenge Regional Round of Competition
Regional Champion	TD Entrepreneurship Challenge Regional Champion
National Competition	TD Entrepreneurship Challenge Final Round of Competition
National Champion	TD Entrepreneurship Challenge National Champion

Handbook

Appendices

Appendix I: Individual Team Evaluation Sheet

Appendix II: TD Entrepreneurship Challenge Report

Appendix III: Project Verification Form

Individual Team Evaluation Form

Institution Name: _____

Date: _____

Judging Criterion

Which Enactus team most effectively used entrepreneurship to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?

Assess the team's effectiveness in:

	Insufficient	Fair	Good	Very Good	Excellent
Seeing Opportunity					
Conducting a thorough needs assessment with target audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking Action					
Using entrepreneurship programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabling Progress					
Measuring and reporting direct and indirect outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empowering people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving livelihoods in an economically, socially and environmentally sustainable way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Valuable insights or suggestions related to the team's projects and activities:

Constructive feedback on the team's ability to communicate results:

2016 Enactus Canada Regional Exposition TD Entrepreneurship Challenge Report



ACADEMIC INSTITUTION

PROJECT NAME

SEEING OPPORTUNITY – Please describe the need your project aims to address, and the steps taken by your team to perform a thorough needs assessment.

TAKING ACTION – Please describe your project and its components, as well as the role of your Enactus team in developing and running this project.

ENABLING PROGRESS – Please describe the results and impact you had on your project's target audience. Distinguish projected impact vs. actual impact.

METRICS (Note: Only metrics pertaining to this SPECIFIC challenge can be reported on) – Dollar figures in \$CAD

Number of people directly impacted		Number of people exposed to entrepreneurship	
Number of people indirectly impacted		Existing entrepreneurs impacted by projects	
Revenue Increase		Number of full-time jobs created	
Profit increase		Number of part-time jobs created	
Number of new business created			

Enactus Canada Regional Exposition 2016 Project Verification Form

Enactus _____ [Clearly print full name of Academic Institution], hereby confirms all projects presented are legitimate and were implemented as stated in the annual report and audio/visual presentation.

By appending our signatures to this form we acknowledge and agree that:

- Falsely, consciously & deliberately over-stating the reach, impact and/or qualitative/quantitative results of any project is an offence.
- It is an offence to plagiarize, claim or present a project that our team did not implement or did not contribute to.
- We will clearly define our role in projects done in cooperation with our school and other groups including specific duties we performed versus the contributions of our partner(s).
- With regards to continuing projects, we will indicate in our audio visual presentation and challenge report the specific activities undertaken within the current program year, thereby clearly differentiating actions taken this year from those of previous years. We will also ensure that the presentation of anticipated/future outcomes are clearly identified as 'projections' and not as results already achieved.
- We will provide any additional information and support documentation about our projects upon request by the Enactus office.
- Challenge Reports have been reviewed by the Team President, Faculty Advisor and an Institutional Administrator.
- We will make available the stipulated number of copies of our annual report to the Enactus office and comply with the submission of all mandatory reports by the competition date.
- We will clearly explain and breakdown data impact metrics not defined by Enactus in our Annual Report **and** Audio/Visual Presentation
- This form applies to Challenge Reports and presentations made in all competitions at the 2016 Enactus Canada Regional Expositions.

We confirm having reviewed the following Challenge Reports (please check off all that apply):

- Capital One Financial Education Challenge Report
- Scotiabank EcoLiving Green Challenge Report
- Scotiabank Youth Empowerment Challenge Report
- TD Entrepreneurship Challenge Report

We recognize that appropriate disciplinary action(s) may be taken by the Enactus Canada National Office should we not honor any of the above points.

Team Leader Signature

Faculty Advisor Signature

Institutional Administrator Signature

(Print Name Clearly)

(Print Name Clearly)

(Print Name Clearly)

Submitted by: _____ **Date:** _____
(Print Name Clearly)

Submission of this form is mandatory to compete.



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