

TD Entrepreneurship Challenge

Proudly Presented by TD Bank Group

Purpose

The TD Entrepreneurship Challenge empowers Enactus teams to identify, create and deliver projects that teach relevant entrepreneurship skills, empowering aspiring and existing entrepreneurs.

Judging Criterion

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact related to entrepreneurship within the last year?

Prizes

This challenge, and competitive platform is designed to reward the Enactus teams that best fulfill the judging criterion. The prize structure for the TD Entrepreneurship Challenge is as follows:

Regional Round of Competition

Regional Champion(s) (\$1,500)

Regional Runner-Up(s) (\$1,000)

Regional Second Runner-Up(s) (\$500)

Final Round of Competition

National Champion (\$3,000)

National Runner-Up (\$2,000)

National Second Runner-Up (\$1,000)

Measured Outcomes

As a guideline, measurable outcomes for the TD Entrepreneurship Challenge could include, but are not limited to, the following:

- Number of people directly impacted
- Number of people indirectly impacted
- Number of people reached (e.g. media reach, awareness campaigns, applications downloaded, etc.)
- Number of people improving their employable and/or entrepreneurial skills
- Number of people who secured a job
- Number of entrepreneurs stabilizing or expanding their business
- Number of entrepreneurs building skills and/or making connections
- Number of new businesses started
- Number of part-time jobs created
- Number of full-time jobs created
- Total revenue generated



Example Metric Calculations:

- **People improving employable/entrepreneurial skills:** Pre/post training assessments or surveys
E.g., 45 participants completed business bootcamp with 30% skill gain
- **Jobs secured:** Participants who found employment after your program (via surveys, emails or LinkedIn checks)
- **Businesses started:** Count of new ventures launched directly due to your support, validated by launch details
E.g., 6 individuals launched sole proprietorships after your mentorship sessions
- **Number of entrepreneurs stabilizing or expanding their business:** Measures how many entrepreneurs your project directly supported to maintain steady operations or grow their business.
E.g.,: Providing coaching and market access that helps five small shop owners increase revenue or open new branches counts as five entrepreneurs stabilizing or expanding.
- **Number of part-time jobs created:** Measures how many paid positions under standard full-time hours your project directly generated.
E.g., Launching a community café that hires four staff working 20 hours a week counts as four part-time jobs created.
- **Number of full-time jobs created:** Measures how many paid positions at or above standard full-time hours your project directly generated.
E.g., Starting a recycling business that employs two workers for 30 hours or more in a week counts as two full-time jobs created.