**TD Entrepreneurship Challenge**
Proudly Presented by TD Bank Group

## Purpose

The TD Entrepreneurship Challenge empowers Enactus teams to identify, create and deliver ventures and initiatives that build employable skills and support entrepreneurship – either by launching and operating their own businesses and/or by teaching and empowering others to do the same.

## 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 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 | Final Round of Competition |
|---|---|
| Regional Champion(s) ($1,500) | National Champion ($3,000) |
| Regional Runner-Up(s) ($1,000) | National Runner-Up ($2,000) |
| Regional Second Runner-Up(s) ($500) | 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 building 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 by team members
- Number of new businesses started by beneficiaries
- Number of part-time jobs created
- Number of full-time jobs created
- Total revenue generated by team ventures
- Total reveneu generated by or for beneficiary businesses

**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.