



The Contest... everyone is talking about it!

February 3rd, 2009

SUMMARY

- New Web Site
- Online Registration
- 11th Edition Main Changes
- Local and Regional Contest Representatives
- Good Work Planning
- Youth Entrepreneurship Awareness Officer and Cooperative Entrepreneurship Awareness Officer
- Special Prizes and Business Takeover Prize
- Validation of Communication Tools
- Thank You To Our Partners

encountered, we hope that you will appreciate the visual aspect and the new functionalities. Some information is still unavailable, but we are working on it. Please take notice the English Web site will be available shortly. If you have specific needs by then, please contact us.

Online Registration

After a long wait due to technical difficulties out of our control, we are pleased to announce that the **online registration is available**. The registration form for the **Student Entrepreneurship** Division is located under the section **Entrepreneuriat étudiant / Inscription en ligne**. The registration form for the **Business Creation** Division is located under the section **Création d'entreprise / Inscription en ligne**. We invite you to pass on the information to people in charge of projects in your establishment and to all potential participants. Remember that participants have until **Monday, March 16th, 2009** to register online and to send in their complete registration package in five copies to the local Contest representative. Once again, we are sorry for this unusual delay.

MELS Introduction to Entrepreneurship Measure (IEM)

Please recall that the Student Entrepreneurship Division projects could be eligible to the **MELS Introduction to Entrepreneurship Measure** for a financial assistance. After registering for the Contest, the person in charge of the project must fill out the **online "Declaration of Enrollment form"**, which is available at: <http://www.inforoutefpt.org/mse/documentation.htm>

For all questions concerning the IEM of the MELS, please read the administrative Guide available following the link above, or contact Audrée Fortier at 418 644-4255, ext. 3261 or at audree.fortier@riq.qc.ca.

Hello Again One and All,

The 11th Edition of the Québec Entrepreneurship Contest is really on its way. Once again this year, we wish that your hard work at local and regional levels, combined with the participants' passion and high motivation will bring to light high quality student entrepreneurial projects and business projects.

Application deadline: 4:00 p.m., March 16, 2009

New Web Site

Our new Web site has been online for a couple of weeks now. Despite some technical difficulties



11th Edition and Revision

Last spring, the Contest national organization revised its categories, registration rules and evaluation criteria with the help of an external firm that surveyed the local and regional representatives, as well as the members of the national juries. Most propositions were positively welcomed. Some of these changes were considered and included in the 11th edition regulation.

Main Changes Brought to the 11th Edition

The application packages and all the enclosed documents will be destroyed at the end of the evaluation process and will not be returned to candidates as in preceding years.

Student Entrepreneurship Division

- The following categories « Secondary school – Cycle 1 » and « Secondary school – Cycle 2 » replace the former categories « Secondary school – Individual and small group » and « Secondary school – Group ».
- The category « Secondary school – Special education » replace the category « Secondary school – Work-Oriented Training path” (name changed only)
- The category “Student Venture Program, Junior Achievement Québec” is removed. However, the concerned projects **remain eligible** in the Secondary school - Cycle 1 and 2 categories. These projects will be analyzed with the other projects of these categories.
- The evaluation criteria were modified in order to better reflect the definition of an entrepreneurial project.
- The registration form was slightly modified, particularly the required elements for the project description of 15 to 20 lines.
- The application package has 10 questions to answer compared to 16 last year. It is also recommended that the application package does not exceed 25 pages.
- The value of the national prizes has increased.

Business Creation Division

- Categories remain similar, but potential changes will be tested during the current edition. Regional organizations will be called on to collaborate in these tests.
- Evaluation criteria were modified in order to better correspond to the different sections of a business plan.
- Requirements surrounding the format of the business plan were softened, while eliminating line spacing as well as the format (8,5 in X 11 in).
- The promoter’s photography must be submitted directly online when filling out the registration form.
- Creation of a new special prize dedicated to the projects concerned by **business takeover**. The details are available on the Web site under the heading Création d’entreprise / Transmission d’entreprise.

Local and Regional Contest Representatives

The list of the Local and Regional Contest Representatives is now available on our Web site. The Local Representatives are listed in their respective division in order to facilitate their identification. We invite the representatives to consult the list, in order to identify the person and the organization in charge of the **regional coordination of the Contest** in their region. Please inform us of all observed errors, and let us know of any modification to your personal contact information.

The Secret... Good Work Planning

Given the large number of projects submitted to the Contest each year, there is no point in reminding you that your role as **local representative** is important and requires good work planning, particularly for the peak period from March 16 to April 9, 2009. Projects are often submitted only a few hours before the deadline and you have very little time in which to process them. Therefore, it is important, to plan your time well. Experienced representatives recommend those who have just taken up their mandate to seek guidance, if needed on necessary.

For example, ask for the assistance of project representatives themselves, to make sure that application packages do not reach you too close to the deadline, and ask one or two people to help you during this busy period of the year. Moreover, to plan and manage all the steps required to administer the Contest, we urge you to carefully read the local representative's action plan in the 2008-2009 Organizational Guide. All of the activities that a Student Entrepreneurship representative must carry out between now and June 2009, as well as the deadlines he or she must take into consideration, can be found on pages 26 to 28. On the other hand, pages 29 and 30 are reserved for Business Creation representatives. Following this action plan can help you to be up to date and to be prepared for the work you have to do.

Youth Entrepreneurship Awareness Officer and Cooperative Entrepreneurship Awareness Officer

We would like to remind you of the presence, within your community, of youth entrepreneurship awareness officers and cooperative entrepreneurship awareness officers. Their role is to transmit entrepreneurial values to young Quebeckers and to promote the practical resources available in this area. They can therefore provide support services for carrying out entrepreneurial projects.

To obtain more information, contact the officers in your region. **A list of officers can be found under the heading "Liens" on the Contest Web site.**

Special Prizes and Business Takeover Prize

Many special prizes are available again this year for both divisions of the Contest. The descriptions of all the special prizes are on our Web site. We invite you to consult the list of the special prizes and promote them to participants.

In the **Student Entrepreneurship** Division, the special prize offered by the Réseau des carrefours jeunesse-emploi du Québec is now dedicated to **school perseverance**.

In the **Business Creation** Division, note the addition of the new **Prix Stratégie Marketing – Léger Marketing**, as well as the new orientation as the prize offered by INGENIO, subsidiary company of Loto-Québec, that will reward **research and development**.

For this 11th edition, the Contest's national organization is also proud to announce a new prize: **Prix Transmission d'entreprise – Fonds de solidarité FTQ**, the value of **10 000 \$**. This particular prize exclusively aims projects concerned by **business takeover**. The arrival of this new prize is in response to many Contest partners' requests over the past years. The details of this prize are available on our Web site under the heading Création d'entreprise / Transmission d'entreprise. Please note that this prize is **offered only at the national level** and that the prizewinning project will be chosen by a **special jury supervised by the national organization**. The Local Contest Representatives will receive application packages in five copies, and must send them directly to the national organization **no later than March 27, 2009**.

Validation of Communication Tools

To conclude, we would like to remind you that it is necessary that your **communication tools be validated by our team**. This is simply in order to ensure that all our promoters are sending a coherent and uniform message and also that the media exposure agreements made with our partners are respected. We will return the verified documents rapidly. **Please forward your tools to emilie.villeneuve@riq.qc.ca for validation**. Thank you for your collaboration!

Thank you to our Partners



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www.concours-entrepreneur.org