



The Let's Start Up Prize

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THE LET'S START UP PRIZE

The Let's Start Up Prize is a \$5,000 grant awarded to a participant or a graduate of the Let's Start Up Program who stands out for her willingness to commit fully to her professional project, allowing her to achieve financial independence.

LET'S START UP PRIZE (ENTREPRENEURSHIP) - FUNDED BY BCF

The Entrepreneurship Prize: a \$5,000 prize awarded to a participant or graduate who has chosen the Entrepreneurship Path and stands out for the strength of her business plan.

ELIGIBILITY CRITERIA

- Be a woman 18 years of age or older
- Have completed the Let's Start Up program in the Entrepreneurship Path
- The business must have started its first sales at least six months ago
- The head office of the business must be located in Canada

REQUIRED DOCUMENTS

- Your business plan
- A video presentation (max. 3 min)

SUBMISSION AND REGISTRATION DEADLINE

The application period is **Monday April 25 to Tuesday May 31, 2022 at 4pm.**

Email all required documents to mboyer@fondationlisewatier.com*. Only complete applications will be reviewed.

*Please see page 5 for submission details.

INFORMATION SESSION

An information session will be held on Tuesday May 3 from 12:15 to 12:45 to answer your questions related to the Let's Start Up Award.

To register for this session, click [here](#).

PROJECT EVALUATION CRITERIA	Weighting factors
VIDEO PRESENTATION	15 %
<ul style="list-style-type: none"> • Oral expression and form of presentation • Clarity of presentation and conviction • Respect of the instructions (having answered both questions, respect of time) 	
ENTREPRENEUR PROFILE	10 %
<ul style="list-style-type: none"> • The project's entrepreneur has characteristics, attitudes and values compatible with entrepreneurship. • The project team (promoters, employees, suppliers, etc.) has the necessary potential. 	
BUSINESS PLAN	15 %
<ul style="list-style-type: none"> • The mission, vision, values and articulation of the project are inspiring. • The entrepreneur ensures a complete and clear description of her product/service. • The target market is clearly defined. • A marketing strategy is put in place. • The product/service realization capacity is compatible with the estimated sales/revenue volume. 	
USEFULNESS OF THE GRANT	15 %
<ul style="list-style-type: none"> • The needs assessment (means, financial resources, etc.) is adequate and demonstrates the potential use of the grant. 	
FINANCIAL AUTONOMY	15 %
<ul style="list-style-type: none"> • The project is promising in terms of achieving financial autonomy for the entrepreneur • The financial forecasts are realistic and demonstrate viability, even profitability. 	
INNOVATIVE ASPECT	15 %
<ul style="list-style-type: none"> • The product/service has distinctive and innovative features compared to the competition and the current market. 	
SOCIO-ECONOMIC IMPACT	5 %
<ul style="list-style-type: none"> • The project contributes to social and/or economic development of the community. 	
OVERALL ASSESSMENT	10 %
<ul style="list-style-type: none"> • The overall assessment is based on the quality of the file, originality, realism, and viability. 	

SELECTION OF THE RECIPIENT

The selection committee, composed of partners and Lise Watier Foundation members, will meet in early June. The committee reserves the right to request an individual meeting with the finalists. If so, finalists will be contacted in advance and a meeting will be scheduled.

The announcement of the recipient and the presentation of the award will take place during the Let's Start Up Cocktail, an event organized by the Foundation that will take place on **Tuesday, June 14, 2022 between 6:00 p.m. and 9:00 p.m. at New City Gas in Montreal.**

COMMITMENT OF THE RECIPIENT

The recipient agrees to be present at the announcement and presentation of the award, which will take place on **Tuesday, June 14, 2022 between 6:00 p.m. and 9:00 p.m. at New City Gas in Montreal.** She will have to give a short testimonial during the evening to explain how the award will help her to give wings to her business.

The recipient also agrees to collaborate with the Lise Watier Foundation in the production of textual, visual and/or video content to share her entrepreneurial experience. She agrees to complete and sign the Photo release consent form, authorizing the Foundation to broadcast any image or video of her on the Lise Watier Foundation website, on other official websites and on social networks, as well as for media purposes, including promotional presentations and advertising campaigns.

THE BUSINESS PLAN INDICATIONS

Make sure your business plan meets all the evaluation criteria and clearly demonstrate this, as the evaluation of applications is based on the business plan.

The business plan should clearly:

- Describe your business and its mission
- Describe your product or service
- Demonstrate a market analysis
- Describe your positioning and marketing strategies
- Describe your operations plan
- Present your financial plan

THE VIDEO PRESENTATION

INDICATIONS

Introduce yourself in a short video of **no more than 3 minutes** and tell us how this grant could help you. To do so, answer these two questions:

- Why do you think you are the right person to receive the Let's Start Up Award?
- How would you give wings to your business?

HOW TO SUBMIT THE REQUIRED DOCUMENTS

Email all required documents to mboyer@fondationlisewatier.com. To make sending large files easier, we recommend using the WeTransfer tool:

- From your computer, collect your files in a folder (registration form, business plan and video)
- Name the folder with your name and the name of your company (ex. MaryseBenoît-ServicesCompta)
- Go to wetransfer.com
- Click on the grey link "Or select a folder "
- Select the folder you just created and click on "Import"
- Click on the blue "Get a link" button
- Once the link is generated, copy the link and paste it into your email to mboyer@fondationlisewatier.com.

CHECKLIST

- Make sure you meet the eligibility criteria
- Review your business plan
- Shoot your presentation video
- Send your business plan and presentation video to Marielle Boyer via WeTransfer
- Envoyer votre plan d'affaires et votre vidéo de présentation à Marielle Boyer by using WeTransfer

Note : Be sure to attend our Let's Start Up Cocktail event on June 14th in Montreal at New City Gas.