



## Meaford Dragons October 30, 2019

### Application Package

The Meaford Chamber of Commerce is thrilled to present the eleventh annual production of **Meaford Dragons** at the Meaford Hall. This year's event promises to be bigger and even more exciting than ever.

Modeled after the popular CBC television program, Meaford Dragons is a unique spin-off event that has kick-started several local businesses since its inception nine years ago. This event has created more than thirty new Meaford business start-ups and \$215,000 in cash and prizes has been injected into Meaford's economy since 2009.

In the following pages you will find the details about how to apply to be a contestant on Meaford Dragons and the criteria for the selection.

If you have any questions or require any additional information please contact the Chamber of Commerce.

*Contact:*

Meaford Chamber of  
Commerce 13 Nelson St. W  
Meaford,  
Ontario N4L  
1N1  
[admin@meafordchamber.ca](mailto:admin@meafordchamber.ca)



## Meaford Dragons 2019 Criteria for Applicants

### Submissions (please read carefully)

#### Eligibility Criteria

- All potential new businesses are eligible to apply to the Dragon Event, based on the commitment that, should they win, they will operate their business within the Municipality of Meaford regardless of where they reside.
- All expansions of existing businesses are also eligible, so long as the expansion takes place within the Municipality of Meaford.
- Franchises are not eligible.

**How to Apply:** All Dragon Event applications forms are available for pick-up from the office at the Meaford Chamber of Commerce or can be downloaded and printed from [www.meafordchamber.ca](http://www.meafordchamber.ca). Applications must be completed in full and received before the deadline to be eligible for consideration, and must include a 2-3 page report describing your new or expanding business and a copy of your business plan. Additional application guidance is provided within this document.

**Supplemental Documentation:** In addition to the Application Form, applicants are encouraged to provide any other supporting documentation that they feel will enhance the selection committee's understanding of their business proposal and its likelihood of future success (i.e. full business plan, audio/visual material, etc). The selection committee cannot guarantee the return of any submitted materials, and it is recommended that original copies of submitted materials be retained by the applicant.

**Submission Deadline:** All applications must be received by the Meaford Chamber of Commerce no later than September 30, 2019 at 12:00PM. A selection committee will meet after that date to select the Dragon Event contestants from the eligible applications received.

**Workshops:** Before the submission deadline, all potential contestants (and Meaford business owners) are encouraged to take advantage of the free workshops offered by the Meaford Chamber of Commerce and our partners. These will assist you in preparing your business plan and presenting your ideas to the Dragons.

**Successful Applicants:** For those applicants selected to be contestants on the Dragon Event, there are additional deliverables required of them. Before the event, they will be required to provide:

- Five (5) copies of their presentation and supporting documentation to be distributed to the Dragons during the event. These must be prepared in advance by the applicants as there will not be an opportunity to make last minutes copies at the Meaford Hall prior to the

event. Business pitches during the event are limited to 3 1/2 minutes maximum, followed by a 5-minute Q&A from the Dragons.

- a maximum of three (3) Power Point slide to support their on-stage presentation. These slides will be incorporated into a consolidated event slide package delivered by the Meaford Hall staff. Any slides, audio/visual support, and a list of props that will be used as part of the presentation MUST be received by the Chamber office by October 21, 2019 or their use will not be permitted during the event.

#### **Further Requirements**

- All contestants must attend an event rehearsal and photo op prior to the main event. The photos will be used as part of the event pre-promotion and also in the programme booklet.
- All prize winners MUST start operating their business PRIOR to receiving any funding awarded during the event.
- All winners must collect funding from the Chamber no later than June 30, 2020. Monetary prizes will only be awarded in the form of a cheque.

Applicants must sign the application form acknowledging that they are accepting the terms and conditions outlined in order to be deemed eligible.

# Meaford Dragons 2019 Application Form

Name of Applicant(s) \_\_\_\_\_

Home Address (including postal code) -  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

E-mail \_\_\_\_\_

Proposed Name of Business (if you have one) \_\_\_\_\_  
\_\_\_\_\_

Applications must include a brief 2-3 page report describing their new or expanding business. Details on what to include are listed on the following page.

A detailed Business Plan must be submitted with your application. A Business Plan Workshop will be presented by the Centre for Business at the Chamber of Commerce office on September 18, 2019 at 6:30PM to assist you. This will be the most important document that the selection committee will consider when selecting contestants for the event. It will also be used by the Dragons to decide where to award the prize money.

Although not necessary, additional supporting documentation is encouraged to provide the selection committee and Dragons with a more fulsome understanding of your proposal (i.e. manufactured samples, audio/visual materials, etc).

Please sign and date below to confirm that you have read, understand, and accept the terms and conditions outlined in the Criteria for Applicants. A signature is mandatory to be eligible and this form must be received by the Meaford Chamber of Commerce no later than September 30, 2019 at 12:00PM

Name (s)  
\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ 2019

# Meaford Dragons 2019 Application

**The following is the format to be followed for the 2 to 3 page report. It is to be accompanied by your business plan and your Application Form**

## **Cover Page**

Include your name, address, date, proposed business idea and its location.

## **Your Concept and You**

In 2- 3 paragraphs outline your business idea, why and how there is room in the market place and why you feel you will be successful. Describe your background, skills, and experience and why you are the person to be successful at this business at this time. Why here, why now, why you?

## **Samples, Graphics, & Marketing Literature**

You are welcome to include items with your application to describe your products & services.

## **The Market and Marketing**

Describe how you have determined the competition and describe the niche you will fill in the marketplace.

How do you plan to launch your new venture and promote to your potential customers. Note your product/ service, pricing, for your service or product. Why and how will you find enough customers to make an income?

## **Operations**

Describe the business "processes" which include laws and government regulations, suggested suppliers, any staffing, hours of operation and other day to day functions that you believe you will put in place.

## **Financial Picture**

Include a business plan for your new or expanding venture. If this is an expansion provide some historical financial data on your current operations. The Centre for Business and Economic Development is an excellent resource for planning and operating your small business.

 **Centre For Business  
and Economic Development**  
A Community Futures Development Corporation  
105 Hurontario Street,  
Collingwood, ON, L9Y 3Z4  
1-705-445-8410  
info@centreforbusiness.ca

## **Summary**

Close by saying why you are interested in planning and running your own business and in choosing self-employment as a career option and why this financial and mentoring support will allow you to "live your dream."