



2024 Leslie Dan Faculty of Pharmacy Business Plan Competition



Purpose

This document sets out the general guidelines and rules for the 2024 Leslie Dan Faculty of Pharmacy Business Plan Competition. Updates may be made during the competition. We reserve the right to disqualify any team that violates the rules, regulations or the spirit of the competition.



Eligibility & Team Composition

- The Leslie Dan Faculty of Pharmacy Business Plan Competition is open to **all** full time, entry to practice PharmD students at the University of Toronto.
- Students are only allowed to participate in one group.
- Teams must consist of up to four members, and everyone must have an assigned role.
- Students in PMH 215H1 can only participate in a groups of **four** with fellow Year 2 students.
- All finalist team members must deliver part of the pitch presentation and participate in the question session.



Eligibility & Team Composition – PHM215H1

As part of the course requirements and assessments for PHM 215H1 Management, all second year PharmD students will be required to participate in the competition.

Students in PMH 215H1 can only register in a group of four with fellow Year 2 students.

At registration, each team member must be assigned to lead one of the following research areas:

1. Market Size and Customers
2. Competitors and Partners
3. Costs and Revenue
4. Promotional Activities

Students are allowed to form their own team but must register all members by January 8, 2024 at 11:59pm.

Students who are not registered by the deadline will be assigned to a team.





BUSINESS IDEA

**Does not have to be
pharmacy related, but
must be healthcare
related.**



Business Idea

The purpose of the Leslie Dan Faculty of Pharmacy Business Plan Competition is to create and develop a novel, business idea that has real-life application and a high likelihood of success to address a current healthcare need or issue. We are keenly interested in new, independent ventures that participants may be interested in starting up.

All business plans must be feasible to create, develop, test and implement within five years.



Mentorship

Each team will have the opportunity to access experienced mentors, either Leslie Dan Faculty members and/or selected external professionals, to offer guidance throughout the competition and business planning process.

Teams are required to proactively engage their mentor.



Training and Resources

To assist with the strategic development of the business idea and the associated pitch presentation, the Office of Experiential Education at the Leslie Dan faculty of Pharmacy has partnered with the [Health Innovation Hub](#) and [Gerstein Science Information Centre](#).

Experts in entrepreneurship and various resources will be provided to assist teams throughout the various stages of the competition.



*Training

H2i Incubator Workshop – The 10 Point Plan

Gerstein Library- Conducting Market Research

**To be held on Friday, January 19, 2024 during the PMH 215H1 lecture time. A recording of the session will be made available. For your reference, please click the links above to access recordings of the training sessions from 2022.*



Key Deliverables - Deadlines

Team Registration

Expression of Interest – Monday, January 8, 2024

1st Submission

**Business Canvas
Infographic**

**Friday
February 9, 2024**

2nd Submission

**Business Plan Pitch
Presentation**

**Monday
March 11, 2024**

Grand Finale – Top 6

**Business Plan
Competition**

**Tuesday,
March 26, 2024**



Expression of Interest – Monday, January 8, 2024 – 11:59pm

To participate in the Leslie Dan Faculty of Pharmacy Business Plan Competition, each team must submit **one** Expression of Interest via CORE ELMS.

The following information will be required for each team member:

Full Name, Student ID, Graduation Year and Email Address

ALL PHM215H1 students must also register on CORE ELMS by

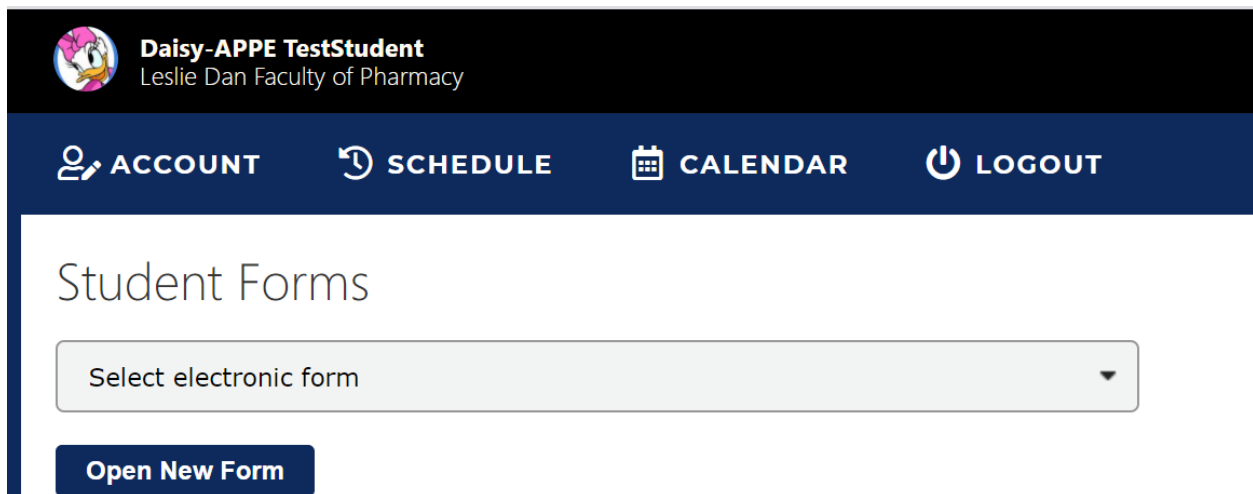
Monday, January 8, 2024.



Expression of Interest – CORE ELMS Instruction

Monday, January 8, 2024– 11:59pm

- To access the ‘2024 Business Plan Competition: Expression of Interest Form’ please log into CORE ELMS.
- In the left column, select the ‘Electronic Forms’
- Under ‘Student Forms’, click on dropdown menu and select ‘2024 Business Plan Competition: Expression of Interest Form’.



The screenshot shows the user interface of the CORE ELMS system. At the top, there is a dark blue header with a profile icon and the text 'Daisy-APPE TestStudent' and 'Leslie Dan Faculty of Pharmacy'. Below this is a navigation bar with icons and labels for 'ACCOUNT', 'SCHEDULE', 'CALENDAR', and 'LOGOUT'. The main content area is titled 'Student Forms' and contains a dropdown menu with the text 'Select electronic form' and a small downward arrow. Below the dropdown is a dark blue button labeled 'Open New Form'.



Business Canvas Summary – (February 9, 2024)

- An infographic that outlines the business ideas addressing the key elements of the Business Canvas Model.
- This will provide an overview of the business idea, how it addresses a current need or issue within the healthcare environment and why it is innovative or important.
- Please note, submissions will be via Quercus

**Additional submission requirements may be needed
for PHM215H1 students.**



Business Plan Pitch Presentation – (March 11, 2024)

- In lieu of a full business plan, a voiced over PowerPoint pitch presentation of 15 content slides (maximum) and no more than 10 minutes is required.
- It will be evaluated by the review committee to select the six finalist teams for the competition.
- It must be submitted via Quercus by the deadline.

**Additional submission requirements will be needed
for PHM215H1 students.**



Grand Finale – Business Plan Competition

Tuesday, March 26th, 2024 – 6pm to 8pm - EST

- The Top 6 teams will advance to the final presentation.
- All finalists will have the opportunity to modify their presentation and practice before the virtual grand finale
- All presentation will be delivered virtually
- Presentation files will be submitted on Quercus in advance of the Grand Finale



IP Considerations

- We recommend teams requiring non-disclosure agreements (NDAs) should not participate in the Business Plan Competition.
- All stakeholders, especially assigned mentors, need teams to be fully open in order to provide meaningful feedback and guidance to optimize the business ideas.
- Any data or information submitted or shared as part of this competition may be made available to the public and may be broadcasted.



Awards

1st Place Team
\$5,000

2nd Place Team
\$3,000

3rd Place Team
\$2,000

Awards to be divided evenly among all team members.



Partners

H2i – Health Innovation Hub

<https://h2i.utoronto.ca/>

Gerstein Science Information Centre

<https://guides.library.utoronto.ca/entrepreneurship>





Questions

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Please contact us at

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