



2025 Leslie Dan Faculty of Pharmacy Business Plan Competition



Purpose

This document sets out the general guidelines and rules for the 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.
- Students in PMH 215H1 can only participate in groups of **four** with fellow Year 2 students and everyone must have an assigned role.
- Other teams must consist of one to four members.
- 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 as a group of four with fellow Year 2 students.

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

- A. Market Size and Customers
- B. Competitors and Partners
- C. Costs and Revenue
- D. Promotional Activities

Students are allowed to form their own team but must register all members by **January 6, 2025 at 11:59pm.**

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





BUSINESS IDEA

**Does not have to be
pharmacy related but
must be related to any
aspect of healthcare.**



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 expected and 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 17, 2025, during the PMH 215H1 lecture time.

For your reference, the links above provide access to recordings of the training sessions from 2022.



Key Deliverables – Competition Deadlines

Team Registration

Expression of Interest – Monday, January 6, 2025

1st Submission

**Business Canvas
Infographic**

February 3, 2025

2nd Submission

**Business Plan Pitch
Presentation**

March 7, 2025

Grand Finale

**Business Plan
Competition**

March 26, 2025
(6-8pm virtual)



Expression of Interest

Monday, January 6, 2025 – 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

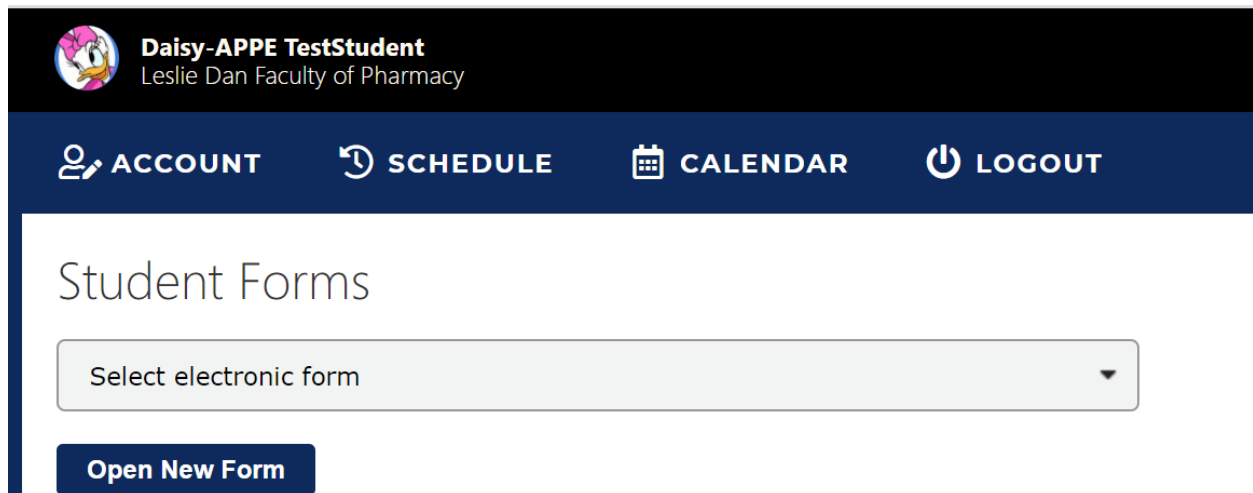
PHM215H1 students must also register on CORE ELMS



Expression of Interest – CORE ELMS Instruction

Monday, January 6, 2025 – 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, the user is identified as 'Daisy-APPE TestStudent' from the 'Leslie Dan Faculty of Pharmacy'. Below this, there is a navigation bar with four options: 'ACCOUNT', 'SCHEDULE', 'CALENDAR', and 'LOGOUT'. The main content area is titled 'Student Forms' and features a dropdown menu labeled 'Select electronic form'. Below the dropdown menu is a blue button labeled 'Open New Form'.

Business Canvas Infographic

(February 3, 2025)

- An infographic that outlines the business idea 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
 - **PHM215H1 students to submit within the course Quercus page under assignments**



Business Plan Pitch Presentation

(March 7, 2025)

- In lieu of a full business plan, a voiced over pitch presentation of 15 content slides (maximum) and no more than 10 minutes is required.
- It will be evaluated by the review committee to help select the finalist teams for the competition.
- It must be submitted via Quercus by the deadline.
 - **PHM215H1 students to submit within the course Quercus page under assignments**
 - **PHM215H1 students will have additional requirements which will be outlined in the course syllabus**



Grand Finale – Business Plan Competition

March 26th, 2025 – 6pm to 8pm – EST

Virtual Event

- The finalist teams will advance to the Grand Finale.
- All finalist teams will have the opportunity to modify their pitch presentation, receive coaching and practice before the Grand Finale.



IP Considerations

- Any data or information submitted or shared as part of this competition may be made available to the public and may be broadcasted.
- All stakeholders, especially assigned mentors, need teams to be fully open to provide meaningful feedback and guidance to optimize the business ideas.



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

Monica Gautam
BPC Coordinator

Please contact us at

businessplancomp.phm@utoronto.ca

