
STUDENT INNOVATION CHALLENGE

Entrepreneurship Submission Guideline



CATEGORIES

The Student Innovation Challenge includes two categories that recognize different types of innovation:

Applied Research

Projects that investigate a real-world problem using applied research methods and develop practical solutions or prototypes. These include Business Consulting, Industry Sponsored, Capstone and Directed Studies projects conducted by many BCIT students as part of their curriculum.

Entrepreneurship

Projects that focus on developing a business opportunity, venture concept, or market-ready innovation.

Some projects may fit both categories. Students should select the category that best reflects the primary focus of their work.

SUBMISSION COVER PAGE

Submission Title:

Name:

Contact Phone:

Email:

Student Number:

School:

*Please include contact information for all team members

ENTREPRENEURSHIP SUBMISSION GUIDELINE

The Entrepreneurship category recognizes student ventures that demonstrate strong business ideas, market understanding, and a clear pathway toward implementation and growth.

Projects may be early-stage ideas, prototypes, or emerging ventures, but submissions should clearly demonstrate:

- A compelling value proposition
- Understanding of the target market
- Differentiation from competitors
- A viable business model
- A realistic go-to-market strategy
- The team's ability to execute

The submission guideline is structured to align with the judging rubric. Please address the following components in your submission.

SUBMISSION COMPONENTS

Idea Description:

Describe your business idea so that someone unfamiliar with it can clearly understand the concept.

Products or Services:

Describe the product or service your venture provides.

Target Market:

Describe the customers who will buy or use your product or service.

Competitive Landscape:

Identify and describe competitors or alternative solutions currently available.

Differentiation & Value Proposition:

Explain what makes your idea unique.

Business Model & Financial Summary:

Explain how your venture will generate revenue.

Financial estimates can be preliminary but should demonstrate reasonable assumptions.

Go-to-Market Strategy:

Describe how you plan to reach and acquire customers.

Implementation & Growth Plan:

Describe your plans for developing and growing the venture.

Team & Staffing:

Describe the team behind the venture.

Risks & Obstacles:

Identify potential risks or challenges that could affect the success of the venture.