



Participant Rules, Application and Consent Form

The Participant agrees to the competition, submission and liability requirements as outlined below:

1. The Participant acknowledges that VenturePrize London applications may be submitted starting **September 9, 2008**.
2. The Participant acknowledges that a total of four (4) printed and completed copies of each business plan, as well as a copy of this completed application, must be submitted to the London Small Business Centre, 316 Rectory St, 3rd Floor, London, Ontario, Canada by **4:00 pm** on **December 12, 2008** to be eligible for judging.
3. The Participant acknowledges that VenturePrize London will disqualify any business plans and / or applications that do not meet the minimum requirements for eligibility and submission.
4. The Participant acknowledges that all business plans must have maximum of 30 pages in length including cover sheet, body, financial statements and appendices.
5. The Participant acknowledges that the business plan submitted will be for a proposed new business venture located in the City of London or a business venture located and operating in the City of London for less than two years.
6. The Participant acknowledges that the Preliminary Judging Criteria will include: feasibility, innovation, marketability, risk, profitability, management, financials, London impact, and viability.
7. The Participant acknowledges that the Preliminary Judging Panel will announce the finalist business plans on **January 16, 2009**.
8. The Participant acknowledges that finalists agree to a credit check prior to the Final Judging Event.
9. The Participant acknowledges that the Final Judging Panel will require each of the finalists to present a brief summary of the business plan (15 minutes maximum) and answer questions posed by the Final Judging Panel at the Judging Event in **February 2009**.
10. The Participant acknowledges that competition finalists will also be judged on their presentation to the Finalist Judging Panel and the quality of their responses to the questions posed by judges.
11. The Participant acknowledges that finalists may be required to present an overview of their business plan in a public '60-second pitch' format before a live audience.

12. The Participant acknowledges that all Judging Panels reserve the right to disqualify any Participant if it is determined that the Participant has submitted false information, committed fraud, and / or plagiarism.
13. The Participant acknowledges that Judging Panels reserve the right to make all final and binding decisions with respect to all aspects of the competition and that selections are final and not subject to any review.
14. The Participant agrees to be bound by all the decisions of the Judging Panels. Judging Panels reserve the right to judge and evaluate all entries, the function of which is reserved solely for the invited judges.
15. The Participant acknowledges that the views expressed by any competition judges or business mentors are not the opinions of VenturePrize London, and VenturePrize London will not be liable for any liability or losses arising from such views.
16. The Participant acknowledges that the information described in the 'Public Description' of this application may be used, published or distributed by VenturePrize London and that their name and likeness may be used in future promotions .
17. The Participant acknowledges that first and second prize winners will be ineligible to re-apply for the VenturePrize London competition for a period of five (5) years.
18. The Participant acknowledges that VenturePrize London may impose conditions on prize winners including participation in publicity, media events, the distribution of prizes by achieved business milestones and other appropriate conditions.
19. The Participant acknowledges that VenturePrize London has the right to reasonably alter or cancel the contest in the event of a technical failure, fraud or other circumstances beyond their control.
20. The Participant acknowledges that all participants must be eighteen (18) years of age or older to participate and that there will be only one entry per person or company and a maximum of one prize awarded per entry.
21. The Participant agrees to release VenturePrize London organizers from any claims or actions that the new venture has or may have in the future, and indemnify and hold VenturePrize London harmless in respect of any loss, liability, expense, or cost of any kind whatsoever, arising from claims made by anyone by virtue of this submission to, or participation in any VenturePrize competition or program.

The _____ day of _____, 2008.

Signature of Participant(s)

(To be signed by each team member and submitted with the business plan)