



2026

INTRODUCTION – HOW TO ENTER- DEADLINES- SUBMISSIONS

INTRODUCTION:

The PitchIt! Minto Business Plan Competition started in 2012 to grow small businesses in Minto and increase awareness of the resources available. The Town of Minto, in partnership with the LaunchIt Business Exploration Centre and our generous sponsors are proud to continue to host PitchIt! 3.0. Participants will be asked to submit a Business Model Canvas. A Business Model Canvas (BMC) is a single-page template and entrepreneurial tool used to help describe, design, challenge, invent, and pivot your business model. Participants will be trained and coached on the BMC as part of the program, as well as receiving training on preparing financials and how to pitch successfully. The competition is geared towards entrepreneurs that wish to expand or purchase an existing business, open a new business, or re-locate a business within the Town of Minto. There will be prizeing for the winner and all finalists, as well as a pool of prizeing that can be customized based on the needs of the businesses. Over \$19,000 in prizes will be awarded in our 2026 PitchIt Business Competition.

HOW TO ENTER:

To enter, applicants must fill out the application form attached. Once the application has been filled out, the applicant must send it in by **12:00 pm on Friday May 8, 2026**, to belinda@town.minto.on.ca . **Finalists will be required to attend the mandatory training session on May 19th from 9 am – 3 pm.** Failing to do so will result in their removal from the contest.

IMPORTANT DEADLINES:

Friday May 8, 2026	Deadline to submit Application
Monday May 11, 2026	Announcement of Pitch It! Business Competition Finalists
Tuesday May 19, 2026 9 am-3pm	Mandatory Training Session Includes: Using the Business Model Canvas, Preparing Financials, and How to Pitch Successfully
Friday June 19, 2026	Deadline to submit Business Model Canvas and Financials
Tuesday June 23, 2026	Presentations and Q&A session with Judges
Tuesday July 7, 2026 6-8 pm	PitchIt Wrap Up Social and Announcement of the Winner

WHERE TO SUBMIT:

Submissions can be emailed to belinda@town.minto.on.ca

GENERAL INFORMATION - REQUIREMENTS & ELIGIBILITY

GENERAL INFORMATION:

Intellectual Property - The Minto Director of Economic & Community Development and the panel of judges fully understand the importance of intellectual property and will not disclose sensitive information to anyone. We will ensure that we make every effort to limit the distribution of the Business Model Canvas.

Business Composition - Entrepreneurs are expected to:

- (1) be the driving force behind the new venture,
- (2) have played the primary role in developing the Business Model Canvas,
- (3) have key management roles in the venture

REQUIREMENTS & ELIGIBILITY:

Applicants will be required to develop a thorough Business Model Canvas, prepare financials (cash flow and projections) and pitch their business to the judges. Applicants will be supported in this with mandatory training and coaching through the Launchit Business Exploration Centre Business Coaches.

Nature of Venture - The competition is geared towards entrepreneurs that wish to expand or purchase an existing business, open a new business, or relocate a business within the Town of Minto. Businesses that opened in 2026 are eligible to apply.

Business Model Canvas - Applicants must complete the one-page Business Model Canvas template (included in the package)

Financials - Applicants must complete the cash flow and projection spreadsheets provided.

Presentation - After submitting the Business Model Canvas and financials, the entrepreneurs will be asked to prepare a 15-minute oral presentation to be delivered to the Minto Director of Economic & Community Development and the panel of Judges.

MANDATORY TRAINING SESSION:

TUESDAY MAY 19, 2026, 9AM – 3 PM at Launchit Minto (39 Elora St. S. Unit 2 Harriston – Old Post)

Additional Training is available from our PitchIt! Partner, the Business Centre Guelph Wellington
<https://guelphbusiness.com/>

ORAL PRESENTATION - CONDITIONS OF ACCEPTANCE

ORAL PRESENTATION:

General Guidelines - Oral presentations will take place at LaunchIt Minto (39 Elora St. S. Unit 2 Harriston - Old Post) on Tuesday June 23, 2026, with a maximum time limit of 15 minutes.

Supporting Documentation - Applicants must submit supporting documentation (copy of audio/visual material) to the Economic Development Department prior to the date of their presentation at belinda@town.minto.on.ca

Q&A Session - There will be a 10-minute Q&A session following the Oral Presentation. This is the time that the Minto Director of Economic & Community Development and the panel of Judges will use to find out more information about your business venture.

Judging

A copy of the judging criteria is included in this package.

SELECTION OF A WINNER: The Winner of PitchIt 3.0 will receive over \$8,400 in cash and prizes and could also receive additional prizes from the pool of prizes.

CONDITIONS OF PRIZE ACCEPTANCE:

All prizes will be issued to the business name and therefore; to obtain the prizes, the businesses must open or be relocated within the Town of Minto within six months of being named the winner. The prizes will be awarded upon the first day the business is open to the public.



PRIZES

PRIZES:

The Total Cash & Prize Value for PitchIt 3.0 based on 4 Finalists is over \$19,000. Thanks to our generous sponsors for their support in helping grow businesses in Minto!

WINNER - Total Value of Cash & Prizing \$8,400

- \$1,000 Start-Up Capital
Courtesy of Wightman
- \$500 Start-Up Capital
Courtesy of Saugeen Economic Development Corporation
- \$500 Cash
Courtesy of Mayor Dave Turton
- Custom design website package, including one year of hosting (\$2,000 Value)
Courtesy of KMI Consulting
- Advertising Package (\$1,200 Value)
expires Dec 31, 2026
Courtesy of Country 93
- 65 X 30 Second Prime Time Ads (\$1,000 Value)
Courtesy of FM 100.1 The Ranch
- 15 X 30 Second Reach Plan - Commercials (\$675 Value)
Courtesy of AM 920 CKNX, FM 94.5 Classic Rock & FM 101.7 The One
- Coaching Package- 5 sessions (\$500 Value)
Courtesy of Business Centre of Guelph Wellington
- \$250 Gift Certificate towards new Signage
Courtesy of Innovative Digital
- 10% Discount on any swag/promotional items (pens, calendars, caps, clothing, etc.)
Courtesy of WC Smith Wholesale (\$100 Value Approx)
- Pizza Party (\$50 Value)
Courtesy of Clifford Takeout

- **Business Mini Session with Delaney Norman Photography;**
Free business-related mini photography session with Delaney Norman Photography - the value of \$75.00 +. This may include casual headshot(s), store interior and exterior shots, products, staged performed services, and any other photos that may highlight key features of your business. (\$125 Value)
Courtesy of Delaney Norman Photography
- **3 months free internet for winners who are existing Wightman internet customers OR free installation and three months free service on our base plan if they are not currently Wightman customers (Value \$500)**
Courtesy of Wightman

ALL FINALISTS - Total Value of Prizing for Each Finalist \$735

- 1/8-page, colour ad in the North Wellington Community News (\$200 Value per Business)
Courtesy of Wellington Advertiser
- Seven month (July 1, 2026 – January 31, 2027) free membership with the Minto Chamber of Commerce (\$130 Value per Business)
Courtesy of the Minto Chamber of Commerce
- FREE admission to TWO WOWSA (Women of Wellington and Saugeen Area) events in 2026/2027 excluding March 2026 (\$75 Value per Business)
Courtesy of Saugeen Economic Development Corporation

CUSTOMIZED PRIZE POOL – Total Value of Prize Pool \$7,882

- RBC Digital Choice Bank Account Package for 1 year. (\$72 Value)
Courtesy of RBC Royal Bank
- \$500 Cash
Courtesy of the Town of Minto Economic Development & Planning Committee
- \$500 Cash
Courtesy of the Minto Chamber of Commerce
- \$500 Ad Package
Courtesy of FM 88.7 The River
- \$500 Ad Package
Courtesy of FM 88.7 The River
- Starter Website (Value \$1,500).
Note: Hosting fees (\$50/mth), domain registration and email fees not included.
Courtesy of OSIM Interactive
- 6-Month Launchit Membership – includes Free Board and Meeting Room rentals, drop-in and use our co-working space, receive discounts on training sessions (\$1,800 Value)
Courtesy of Launchit Business Exploration Centre
- \$200 Gift Certificate towards Signage
Courtesy of Raynbow Signs
- 3-Month Norgan Theatre Pre-Show Advertising Package (\$300 Value)
Courtesy of the Norgan Theatre
- \$1,000 Advertising Package
Courtesy of The Grand 101.1 FM

- ¼ Page Ad in the Bizbull (\$180 Value)
Courtesy of the Bizbull
- Gift Card towards Business Printing Material (eg. Business Cards, Flyers, Post Cards) (\$100 Value)
Courtesy of Print One
- 2-minute video ad showcasing business and products and services (\$250 Value)
Courtesy of Jake's Take Video & Editing Services
- **3 PACKAGES AVAILABLE!**
1-month free internet service to businesses which are existing Wightman internet customers OR free installation and one-month free service on our base plan if they are not currently Wightman customers (\$160 Value per business)
Courtesy of Wightman

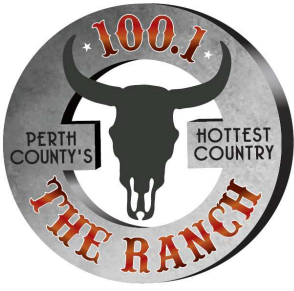
SPONSORS



MAYOR Dave Turton







W.C. SMITH WHOLESALÉ
CLIFFORD, ONT.
1-800-545-8187



the Norgan Theatre





BUSINESS RESOURCES

There are numerous business resources available within our community and surrounding areas to assist with your business.

Town of Minto Economic Development Office
Belinda Wick-Graham, Director Economic & Community Development
5941 Hwy 89, Harriston, ON NOG 1Z0
519-338-2511 ext 241
belinda@town.minto.on.ca
www.town.minto.on.ca

LaunchIt Business Exploration Centre & Minto Chamber of Commerce
Raisa Albrahim, Business Development Coordinator
39 Elora St. N. Unit 2 Harriston, ON NOG 1Z0
519-510-7400
www.launchitminto.com

Saugeen Economic Development Corporation
Rose Austin, Business Manager
515 Mill St., Neustadt, ON NOG 2M0
1-877-335-7332
rose@sbdc.ca
www.sbdc.ca

Business Centre of Guelph Wellington
Kristel Manes, Executive Director
14 Macdonell St. Unit 100, Guelph, ON N1H 2Z3
1-866-744-8344
success@guelphbusiness.com
www.guelphbusiness.com

KMI Consulting (PitchIt Coaching/Mentoring)
Kris Keown, Marketing Director/Founder
kris@keownmanagement.ca

2026 APPLICATION FORM

Complete this application form.

Business Name: _____

Primary Contact: _____

Address: _____

Telephone: _____

Email: _____

1. Are you a new business or a new to Minto business? YES or No
(If YES go to question 2, if NO go to question 4)
2. If you opened within the last 6 months, when did you officially open? _____
3. If you haven't opened yet, when do you plan to open? _____
4. Are you an expanding business? YES or No
(If YES go to question 5, if NO go to question 6)
5. Please tell us more about your expansion plans (new storefront, new product line, expanded services etc. the more details the better).

6. Why did you choose to participate in the PitchIt Business Competition.

7. Please provide a brief description of your business:

I agree to participate in the Mandatory Training on May 19, 2026.

Failure to do so will result in your removal from the contest.

Should you be selected as a Finalist, the Judges will determine based on your business model canvas, presentation and this question the customized prizes that will best suit the different finalists' needs to ensure they are as successful as they can be. Please answer this question.

The support that my business needs most is:

(Rank from 1 – 7 with 1 being the most support needed and 7 being the least support needed)

Business Training, Coaching & Mentorship

Banking Packages

Radio Advertising

Start-Up Cash (Highlight what the cash would be used for)

Website Development & Support

Print Advertising

Internet/TV Advertising

Due to the Personal Information Protection and Electronic Documents Act that took effect January 2004, this release is needed for the use of some/all information and photography if this business model canvas may win the 2026 Pitch It! Minto Business Competition.

I, _____, hereby, agree to the release of all information and photography used in the making of the 2026 Pitch It! Minto Business Competition and any other materials utilized by the Town of Minto and the Pitch It! Minto Business Competition.

2026 Judges Evaluation

Business Model Canvas 60%

1. Key Partners	0	1	2	3	4	5	6	7	8	9	10
2. Key Activities	0	1	2	3	4	5	6	7	8	9	10
3. Key Resources	0	1	2	3	4	5	6	7	8	9	10
4. Value Propositions	0	1	2	3	4	5	6	7	8	9	10
5. Customer Relations	0	1	2	3	4	5	6	7	8	9	10
6. Channels	0	1	2	3	4	5	6	7	8	9	10
7. Customer Segments	0	1	2	3	4	5	6	7	8	9	10
8. Cost Structure	0	1	2	3	4	5	6	7	8	9	10
9. Revenue Streams	0	1	2	3	4	5	6	7	8	9	10

TOTAL POINTS /90

TOTAL out of 60% _____

Financials 15%

1. Projections	0	1	2	3	4	5	6	7	8	9	10
2. Cash Flow	0	1	2	3	4	5	6	7	8	9	10

TOTAL POINTS /20

TOTAL out of 15% _____

Presentation and Ability to Answer Judges' Questions 15%

1. Understandable presentation that addresses all the main criteria	0	1	2	3	4	5	6	7	8	9	10
2. Able to listen and respond to questions	0	1	2	3	4	5	6	7	8	9	10
3. Demonstrates passion for the idea	0	1	2	3	4	5	6	7	8	9	10

TOTAL POINTS /30

TOTAL out of 15% _____

Impact on the Community 10%

1. Business is creating new jobs or part-time to full-time positions	0	1	2	3	4	5	6	7	8	9	10
2. Business is sourcing products locally	0	1	2	3	4	5	6	7	8	9	10

TOTAL POINTS /20

TOTAL out of 10% _____

TOTAL SCORE /160

TOTAL PERCENTAGE _____