



Want to know more about 'Win this Space'? Here's some Frequently Asked Questions (FAQs)

Who is eligible to participate in Win this Space?

The competition is open to all legal residents of Canada, 19 years of age or older at the time of submitting a business idea for the Win this Space competition. The applicant must be living in the Province of Ontario.

Is the competition only open to North Bay residents?

No. Win this Space is open to anyone living in Ontario, is a legal resident of Canada, and who wishes to set up a business in 'Downtown North Bay' DIA (Downtown Improvement Area).

Where is the DIA?

Check out <http://downtownnorthbay.ca/directory-map/>

What kinds of business ideas are eligible to Win this Space?

- *You can submit business ideas which would be independently owned (sole proprietorship) or partnership.
- *Franchises are not being considered for the competition.
- *Potential businesses must conform to any zoning/By-Laws as required by the City of North Bay.
- *For additional information, please read our Win This Space Rules & Regulations.

If I already own a business, can I still enter Win this Space?

- *Absolutely! If you have solid multi-tasking skills then submit your idea.
- *If you are a current business owner, the business idea must be either 1) unrelated to your existing business, or 2) introduce a new element not promoted at your existing business, or 3) expand upon an element that would be removed from your existing business 4) your current location is not in Downtown North Bay.

Do I need to work in the business on a daily basis?

It is encouraged, but you are not necessarily expected to work in the winning space/business on a daily basis. If you are selected as a Finalist, your business plan and financial plan must reflect appropriate salaries and related expenses for staff.

Can I submit more than one idea?

- *Certainly, go right ahead! If you have a few ideas that you feel are viable businesses for Downtown North Bay, then submit them.
- *Please note that only one of your ideas can be selected to participate in business workshops, since candidates will be required to focus time and energy on the developing your business concept. For example, each selected candidate will be creating a business plan, a marketing strategy, and delving into financial details.

How are finalists and the winner selected?

Our panel of judges will review every Win this Space entry and choose up to ten (10) Finalists. These Finalists must then develop and refine their business concept by creating a business plan, a marketing strategy, and a financial plan. Finalists will be required to take advantage of FREE business development workshops and mentoring, offered by our partners at the Business Centre – Nipissing Parry Sound.

Participants will then be narrowed down to the 'Final Five' ... who will be required to craft a 3-5 minute presentation, to be presented live to our Panel of Judges. Based on these business documents and live presentation, our Panel of Judges will choose one winner and runners up. For additional information, please read our Win This Space Rules & Regulations.



Can the Judges' decisions be reconsidered?

No. Our Panel of Judges' selections, judgements and decisions will be final and binding.

What are the Business Development Workshops?

'Downtown North Bay' DIA has partnered with the Business Centre – Nipissing Parry Sound to provide Finalists with FREE business development workshops and access to mentorship.

These tools help Finalists develop your business idea, as well as a Business Plan, Marketing, and Research.

For more information about the Business Centre – Nipissing Parry Sound and their services, visit

<http://www.thebusinesscentre-nps.ca/>

Who will see my Win this Space entry and any other submissions?

Your Win this Space idea entry and any other submissions (ie., Business Plan, Marketing Strategy, Financial Plan) may be seen by the following: 'Downtown North Bay' DIA Board of Management and the Executive Director, the City of North Bay Economic Development Officer, The Business Centre staff, and the Win this Space panel of Judges.

Yay – I won! What do I have to do?

The winner of Win this Space must commit to signing a minimum 1-year lease from one of the participating lease spaces, which are available at the end of the competition.

A lease agreement needs to be in place before the winner receives any prize winnings.

For additional information, please read our Win This Space Rules & Regulations.

When would I be required to sign a lease?

The Winner would need to have a lease agreement for one of the available spaces within 60 days of winning the competition. The lease agreement and term will be agreed upon by the landlord/property agent and the winner, and not involve 'Downtown North Bay' DIA, the CNBED, or the Panel of Judges.

What if I win but cannot obtain a lease?

If the winner cannot enter into a lease agreement within 60 days of winning, the prize is forfeited. The first runner up will be contacted, and start a 60-day window to sign a lease agreement.

For additional information, please read our Win This Space Rules & Regulations.

If I win, can I ask for a different prize of equal value?

Sorry – no. The prize is not transferable and may not be redeemed for cash.

Where can I see the Rules and Regulations for Win this Space?

Feel free to read our Win This Space Rules & Regulations on our 'Downtown North Bay's' WIN THIS SPACE website ...

www.winthisspacedowntown.com

Win This Space contest Rules and Regulations are subject to change. Any updates will be posted on the Win This Space webpage.

Other questions about Win this Space?

Please contact Jeff Serran, Executive Director, 'Downtown North Bay' DIA at dia@on.aibn.com or 705.474.7824.



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