

TELUS PITCH™

QUICK FACTS ABOUT TELUS PITCH

WHAT IS TELUS PITCH?

What could your business do with \$100,000? With more than \$150,000 in prizes on the line, TELUS Pitch is Canada's largest small business competition, offering Canadian entrepreneurs the chance to reap the rewards of their hard work with a \$100,000 cash payout.

TELUS is inviting Canadian business owners to share their story, how winning the grand prize of \$100,000 will help them achieve their business goals and how they plan to impact their local community.

WHY IS TELUS PITCH IMPORTANT?

66% of Canadians cite access to funding as the most important thing for getting a small business off the ground, followed by access to mentorship/guidance from experienced entrepreneurs.

The TELUS Pitch is our platform to shine a spotlight on entrepreneurs, to celebrate their success and to do our part to give back to this community in the form of funding, mentorship and exposure on a national scale.

TELUS has been supporting small businesses in this way for eight years!

PITCH CONTEST TIMEFRAME:

- **May 1:** Contest opens May 1 and runs until June 23 at midnight, EST
- **June 26 - July 10:** Top 100 will be announced on June 26, and voting will open to help get your favourite entry into the top 10. Social voting ends on July 10 at midnight, EST
- **July 15:** Top 10 will be announced
- **July 22:** Top 3 will be announced
- **July 30:** TELUS Pitch Summit in Toronto

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PRIZES AVAILABLE:

In addition to the grand prize, there are even more prizes up for grabs! The available prizes are as follows:

- (1) Grand Prize Winner: \$100,000 + \$10,000 donation to the TELUS Future Friendly Foundation on their behalf
- (2) finalists: \$10,000
- (1) Community impact award: \$5,000 in Samsung technology + \$5,000 in marketing services from Eighty-eight agency + consulting hours with TELUS Ventures
- (1) Most Promising Startup award: \$5,000 in Facebook coupon + a one year membership to Workhaus (value = \$4,200) + a bootcamp session with a Facebook expert
- (1) Multicultural business of the year award: \$5,000 in marketing services from Response Advertising and consulting hours with TELUS Ventures + one year membership to Workhaus (value = \$4,200)

WHO'S ELIGIBLE?

The contest is open to all residents of Canada (excluding Quebec) who have reached the age of majority according to the laws of the Province where they reside, excluding employees of TELUS Corporation, its affiliated companies or subsidiaries (collectively "TELUS"), its advertising and promotional agencies and members of their respective immediate households and any person domiciled with any of the above.

Entrants must be either 1) the owner of a company or business domiciled in Canada (excluding Quebec) with **1-50 employees** (an "eligible small business"); or 2) an employee of an eligible small business who has obtained written permission to participate in this Contest from the owner, president or chief executive of the Eligible Small Business.

HOW DO THEY ENTER?

Entrepreneurs can enter the contest online at telus.com/pitch and providing an "elevator" pitch on how they would use the grand prize of \$100,000 and the impact it

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would have on their business and their community. In total, over \$150,000 in prizes, marketing and mentoring services will be awarded, which is priceless in terms of its impact to a small business.

WHO ARE THIS YEAR'S JUDGES?

To help fuel the next stage of growth for forward-thinking small businesses, we've once again partnered with [Arlene Dickinson](#), CEO of Ventures Capital and CBC Dragon's Den judge, who will serve as the main spokesperson and a judge for the contest.

Joining Arlene, is [Suzanne Trusdale](#), VP of Small Business Solutions, [Rich Osborn](#), Managing Partner, TELUS Ventures, [Garrick Tiplady](#), Managing Director of Facebook and Instagram Canada, [Kevin Au-Yeung](#), founder and President of InnoVision Holdings Corporation (Nobis) and President of the Association of Chinese Canadian Entrepreneurs (ACCE), as well as [Jennifer Safruk](#), Vice President, Sales and Product Management at Samsung.

WHAT ARE THE STOPS FOR THE PURPLE ELEVATOR?

TELUS Pitch is hitting the road, touring a life-sized elevator to small business events across the country, giving entrepreneurs a chance to record their 60-second pitch live. The tour will be making its way to Markham, Brampton, Toronto, Waterloo, Calgary and Surrey.

HOW CAN I HELP?

We'd love your support in sharing the news about the TELUS Pitch with your networks! Here are some sample social posts, so you can share the TELUS Pitch contest with your network. [Click here](#) for social and creative assets that you can use as well!

Calling all entrepreneurs! The TELUS Pitch contest is back and wants to help you grow your big idea. Pitch your idea to the judges for a chance to win \$100,000! Apply here: <http://telus.com/pitch> #TELUSPitch

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Think you have what it takes to pitch your big idea to @ArleneDickinson? Take a chance and enter the TELUS Pitch contest. You could win a \$100,000 for your business! <http://telus.com/pitch> #TELUSPitch

Get your elevator pitch ready, the #TELUSPitch contest is back, with a chance to win \$100,000 for your small business! Learn more about the TELUS Pitch contest and apply today: <http://telus.com/pitch>

The TELUS Pitch contest is back and it's bringing the best business minds in Canada together. Have a great small business idea or know someone who does? Apply for your chance at \$100,000: <http://telus.com/pitch> #TELUSPitch