



Introduction:

The HIPP Entrepreneur Business Plan Competition returns and is an initiative of Hanover's Economic, Tourism and Cultural Development Advisory Committee and will be held biennially to grow small businesses in Hanover and increase awareness of the resources available. The Town of Hanover, in partnership with our generous sponsors are proud to host the HIPP Entrepreneur Business Plan Competition! The competition will be held biennially geared towards entrepreneurs that wish to open, purchase or re-locate a business in the Town of Hanover, and offers prizeing for the winner, and two finalists. **Over \$11,000 in prizes** will be awarded in 2026!

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 along with the Executive Summary by 5:00 pm on Wednesday, September 30, 2026, to the Town of Hanover Municipal Office. Finalists will be required to attend one training session "New Business Review & Pitch Camp". Failing to do so will result in their removal from the contest.

Important Deadlines:

Wednesday, September 30, 2026	Deadline to submit Application and Executive Summary
Monday, October 5, 2026	Announcement of HIPP Entrepreneur Business Plan Competition Finalists
Friday, October 16, 2026	Mandatory Training Session: New Business Review & Pitch Camp
Friday, October 30, 2026	Deadline to submit Written Business Plan
Friday, November 6, 2026	Presentations and Q&A session with Judges
Thursday, November 12, 2026	Awards w/ Sponsor Social event
Monday, November 16, 2026	Announcement of HIPP Entrepreneur Business Plan Competition Winner at Council

Where to Submit:

Submission can be

- Emailed to amarshall@hanover.ca
- Dropped off or mailed to the Town of Hanover Municipal Office at 341 10th St., Hanover, ON N4N 1P5 between 8:30am – 4:30pm, Monday to Friday in accordance with the deadlines listed above.

General Information:

Intellectual Property - The Town of Hanover Economic Development Manager 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 distribution of Business Proposals.

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 plan,
- (3) have key management roles in the venture

Requirements & Eligibility:

Applicants will be required to develop a thorough and structured business plan outlining the details of their proposed venture.

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

Business Plan - Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

Presentation - After submitting the written Business Plan, the entrepreneurs will be asked to prepare a 15-minute oral presentation to be delivered to the Hanover Economic Development Manager and the panel of Judges.

Mandatory Training Session: Friday, October 16, 2026 | 1 pm – 4 pm

In this 3-hour workshop, the focus is on identifying what you need to get started on your entrepreneurship path. Special focus is given to introducing you to the tools of success that turn an idea into a business. Completing this workshop will give you the tools you need to create a Business Model canvas as a precursor to a business plan.

Additionally, you may be introduced to additional workshops to help your business get to the next level.

- Identify the business model

- Initial steps in validating your business idea
- Find your target market
- Develop marketing strategies
- Learn what you need to know about financing
- Introduction to business planning

Executive Summary:

General Guidelines - The Executive Summary should be two pages double-spaced, 12-point font, and 1" margins on all sides.

Contents of the Executive Summary -

- The Opportunity
- The Business Idea
- Financial Highlights
- The Risks
- The Sustainable Competitive Advantage
- The reason your proposal should be considered for this competition

Written Business Plan:

General Guidelines - Written Business Plans should be double-spaced, 12-point font, and 1" margins on all sides. The written report should include the executive summary and financial data. Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

Contents of the Written Business Plan (but not limited to) -

- Title Page & Table of Contents
- Executive Summary
- Product or Service Description
- Objectives
- Market Description
- Market Analysis (market size and potential market share)
- Sales and Marketing Plan (how you will go-to-market)
- Competitor Analysis (competitors and your competitive differentiation)
- Operations
- Management Team and/or Advisors, including relevant experience
- Financial Highlights
- Appendices

Business Plan Financial Data - *Financial data should include a cash flow projection, balance*

sheet and profit/loss statement. This data should be included in a summarized fashion in the main section of the Business Plan.

Oral Presentation:

General Guidelines - Oral presentations will take place on Friday, November 6, 2026, with a maximum time limit of 15 minutes each.

Supporting Documentation - Applicants must submit supporting documentation (copy of audio/visual material) to the Economic Development Manager prior to the date of their presentation.

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

Selection of a Winner: The Winner of the HIPP Entrepreneur Business Competition will receive over \$6,000 in cash and prizes! Two other finalists will receive over \$2,700 & \$2,100 respectively, for a total of over \$11,000 being awarded to all.

The Judging panel will evaluate Business Plans on the following basis -

- Reasonable opportunity for success of the business
- Business meets an identifiable need in the community
- Impact of the Business on the local community (i.e. sourcing local, hiring)
- Business has identified and allocated proposed resources to be successful
- Business has a believable competitive advantage
- Business has a sound target market analysis
- Strong experienced management team
- Realistic timeframe for business growth

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

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 Hanover 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

The Total Cash & Prize Value for the HIPP Entrepreneur Business Plan Competition based on 1 winner and 2 finalists is over \$11,000. Thanks to our generous sponsors for their support in helping grow business in Hanover!

Confirmed for 2026

Winner	1 st Runner Up	2 nd Runner Up	Other	Sponsor
\$1500 start-up capital	\$250 start-up capital	\$250 start-up capital	2 complimentary WOWSA events will be given to our top two female entrepreneurs.	Saugeen Economic Development Corporation (SEDC)
Coaching Package - 4 hours (\$500 value)	Coaching Package - 2 hours (\$250)	Coaching Package - 2 hours (\$250)	3-hour training session for all finalists + 1-hour 1-on-1 follow-up mentoring consultation	Grey Business Enterprise Centre
\$500 in Chamber Bucks	\$250 in Chamber Bucks	\$100 in Chamber Bucks		Town of Hanover Economic, Tourism and Cultural Development Advisory Committee
1-year Hanover Chamber of Commerce Membership (\$180 value)	1-year Hanover Chamber of Commerce Membership (\$180 value)	1-year Hanover Chamber of Commerce Membership (\$180 value)		Hanover Chamber of Commerce
3 months free internet who are existing customers or free installation	3 months free internet who are existing customers or free installation	3 months free internet who are existing customers or free installation		Wightman

and three months free service on your base plan (3 packages with a value of \$500 each)	and three months free service on your base plan (3 packages with a value of \$500 each)	and three months free service on your base plan (3 packages with a value of \$500 each)		
Feature of Competition and Business on Wightman Community Channel (\$350 value per business) for winner and two finalists.	Feature of Competition and Business on Wightman Community Channel (\$350 value per business) for winner and two finalists.	Feature of Competition and Business on Wightman Community Channel (\$350 value per business) for winner and two finalists.		
\$1200 Advertising Package				Bayshore Broadcasting
30 x 30-second radio ads & Digital Marketing Audit (\$1500 value)	15 x 30-second radio ads & Digital Marketing Audit (\$950 value)	Digital Marketing Audit (\$500 value)		Blackburn Radio
\$6,230 Value!	\$2,730 Value!	\$2,130 Value!		

Sponsors





There are numerous business resources available within our community and surrounding areas to assist with your business plan. Please visit hippentrepreneur.ca for a full listing of business resources.

Town of Hanover Economic Development Office
April Marshall, Ec.D., Economic Development Manager
341 10th St., Hanover, ON N4N 1P5
519-364-2780 x 1253
amarshall@hanover.ca
www.hanover.ca | www.hippentrepreneur.ca

Saugeen Economic Development Corporation
Rose Austin, Business Manager
515 Mill St., Neustadt, ON N0G 2M0
1-877-335-7332
rose@sbdc.ca
www.sbdc.ca

Business Centre of Grey
Courtney Miller, Business Enterprise Manager
595 9th Avenue East
Owen Sound, ON N4K 3E3
Phone: +1 519-372-0219 ext. 1297
Courtney.Miller@grey.ca
www.grey.ca

Canada Business Ontario
1-888-745-8888 www.canadabusiness.ca

LaunchIt Business Exploration Centre
Raisa Abraham, Business Development Coordinator
1 Elora St. N. Unit 4 Harriston, ON N0G 1Z0
519-510-7400
www.launchitminto.com

2026 APPLICATION FORM

Complete this application form and submit it with a copy of your Executive Summary.

Business Name: _____
Primary Contact: _____
Address: _____
Telephone: _____
Email: _____

Brief Business Description:

☐ I agree to participate in the “New Business Review & Pitch Camp” on Friday, October 16, 2026 from 1pm – 4pm *Failure to do so will result in your removal from the contest.*

The support that my business needs most is:

(Rank from 1 – 5 with 1 being the most support needed and 5 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 new 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 in the event that this business plan may win the 2026 HIPP Entrepreneur Business Plan Competition.

I, _____, hereby, agree to the release of all information and photography used in the making of the 2026 HIPP Entrepreneur Business Plan Competition and any other materials utilized by the Town of Hanover and the HIPP Entrepreneur Business Plan Competition.

2026 Judges Evaluation

Viability of the Business 60%

1. Clear statement of what the business does	0	1	2	3	4	5	6	7	8	9	10
2. Business meets an identifiable need in the community	0	1	2	3	4	5	6	7	8	9	10
3. Identified and allocated resources to be successful	0	1	2	3	4	5	6	7	8	9	10
4. Has a management team (entrepreneur) capable of executing	0	1	2	3	4	5	6	7	8	9	10
5. Sustained competitive advantage is possible	0	1	2	3	4	5	6	7	8	9	10

Can answer: Who are the competitors and why better?

6. Business has a sound target market analysis	0	1	2	3	4	5	6	7	8	9	10
7. Realistic timeframe for business growth	0	1	2	3	4	5	6	7	8	9	10
8. Reasonable opportunity for success of the business	0	1	2	3	4	5	6	7	8	9	10

TOTAL /80

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 /30

Written Business Plan 15%

1. A professional, organized and coherent document	0	1	2	3	4	5	6	7	8	9	10
2. Financial projections are realistic	0	1	2	3	4	5	6	7	8	9	10
3. Would warrant an investor moving to the next level	0	1	2	3	4	5	6	7	8	9	10

TOTAL /30

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
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2. Business is sourcing products locally	0	1	2	3	4	5	6	7	8	9	10
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TOTAL /20