



PRINCE EDWARD ISLAND
BUSINESS DEVELOPMENT

St@rt-Up Challenge 2000 Business Plan Competition

PEI Business Development (PEIBD) invites Island entrepreneurs to participate in St@rt-Up Challenge 2000, an e-Business Plan Competition to be held in coordination with IT Week. IT Week, an initiative of the Information Technologies Association of PEI, will be held May 4 to 14, 2000.

The program will provide an opportunity for PEI entrepreneurs with business ideas in the emerging information technology sector to participate in a supportive and educational process aimed at developing solid business plans worthy of attracting the significant capital investment required to launch new IT ventures.

Winning entries will receive great prizes, including: cash, equipment, Internet hosting, marketing support, professional services and access to industry mentors committed to working with the entrepreneurs as they act upon their business ideas.

St@rt-Up Challenge 2000 is open to all residents of Prince Edward Island. For full competition details, eligibility requirements, rules and regulations, pick up the St@rt-Up Challenge Registration Kit at the PEIBD office in Charlottetown.

The deadline for submission of business summaries is 5:00 pm March 24, 2000. Participants may enter the competition online at the Web site, by mail to PEI Business Development or by delivery to the PEI Business Development office.

Official Dates:

The following table indicates the official key dates associated with the St@rt-Up Challenge:

Phase	Event	Date
Phase I	Open Submission of Business Summaries	Monday Feb. 28
	Close Submission of Business Summaries	Friday, March 24
	Announce Three Finalists	Wed., March 29
Phase II	Open Submission of Full Business Plan	Thurs., March 30
	Close Submission of Full Business Plan	Friday, April 28
	Close Preliminary Judging of Full Business Plans	Thursday, May 4
Phase III	Pitch Sessions	Friday, May 5
	Awards Ceremony	Tuesday, May 9

For more information, visit the St@rt-Up Challenge Web site, at www.peistartupchallenge.com, email us at info@peistartupchallenge.com or contact:

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