



QUEEN'S
STARTUP
SUMMIT



QUEEN'S STARTUP SUMMIT

Interest Package

CONFERENCE DATE: FEB 2 – FEB 4

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qssummit.ca/

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Introduction

A Letter From Our Co-Chairs

Dear Delegates,

2024 marks the 10-year anniversary of Queen's Startup Summit (QSS). With this new year, we plan to make significant changes and additions to the conference and the services provided to sponsors and to you, the delegates. We believe that these changes will result in a larger and spread-out prize pool, further learning experiences, improved pre- and post-summit delegate experience, and more intimate interactions between sponsor companies and delegates.

As we aim to execute our flagship summit, we want to maximize accessibility for Queen's Startup Summit by hosting the competition in Toronto. We understand that there may be significant costs associated with accommodations within Toronto, but we have adopted strategies to minimize ticket prices and provide the most delegate value by working with our ambassadors to streamline the reimbursement process for tickets across various schools.

In previous years, QSS has always been solely focused on a competition for students to create a startup pitch with a newly formed team. However, we want to reposition ourselves as a centralized hub for the student startup ecosystem, and we will be introducing a venture capital case to demystify the landscape. We believe this will help prospective student entrepreneurs and investors learn more about the process of evaluating early-stage startups.

With the changes to our event structure, we believe that we can provide the optimal summit experience to delegates and sponsors. The relocation of our conference and introduction of our venture capital stream will maximize opportunities for delegates to learn from our sponsoring companies, meet more students from other universities, and explore more career paths in the startup world. It is further backed by our public community offering critical opportunities to students both before and after our summit. This way, we can continue to provide delegates with opportunities to learning about startups and investing, through event and conference postings, job opportunities, and more.

On behalf of our executive team, we would like to express our gratitude for your interest in attending our summit. We hope that you will consider joining us through this new chapter for Queen's Startup Summit.

Sincerely,

Steven Lui & David Yang
Co-Chairs, QSS 2023-2024



A handwritten signature in black ink that reads "Steven Lui".



A handwritten signature in black ink that reads "David Yang".



About Us

Queen's Startup Summit

9
Summits

1000+
Delegates

150+ Teams

50+
Sponsors

Queen's Startup Summit was founded in 2013 by a multidisciplinary group of students alongside the Queen's Innovation Connector, with the mission of helping students break into the fields of entrepreneurship and venture capital. The hardest step for eager students with brilliant and innovative ideas is knowing where to start. Through programs and events, including Canada's most prestigious start-up conference, QSS seeks to bridge that gap and nurture developing Canadian talent.

As we reach our tenth anniversary, our team is shifting their attention to the next decade of operations. We are innovating within every aspect of our club to provide an immersive experience for the delegates and companies involved. With the event's move to Canada's financial center this year, we are excited to partner with passionate global firms and industry leaders who support our vision in a more accessible forum. We look forward to connecting with you to discuss how we can work together to support the leaders of tomorrow.



The Summit

Our Flagship Event

The Summit is the biggest event that we host and takes place once in a year. It is a **three-day conference**, comprised of different speakers' panels, a case competition, and networking sessions. The event aims to bring together like-minded individuals who are interested in startups and venture capital and connect them with experienced industry professionals who will share valuable insights to help students' understand and navigate today's financial market.

QSS' 10th summit will host two parallel case competitions for delegates. As in prior years, teams of delegates will compete in our startup-based Innovation competition to produce and pitch a product. In addition to this, we are excited to be adding a venture capital case process to our programming this year. This competition will challenge attendee teams to source, research, and present a capital-raising company to a panel of venture capital judges. They will then support their recommendation with qualitative and quantitative analysis. The Summit's other programming includes related speaker panels, workshops, and networking sessions that will allow our delegates to get a closer look at the industry, the firms, and the people acting within it. We are actively seeking partners for many of these events that would permit us to provide the best possible Summit experience



Tentative Corporate Representation

Leveraging QSS's Partnership Base

Sponsors



Speakers



Mentors



Delegate Fee – Benefits

What is Included in the Voucher

What’s In It For You?

Immediate Benefits - \$700

2-Night Hotel Accommodation	\$250
3x Breakfast, 3x Lunch, 2x Dinner, 2x Drink Tickets	\$400
Delegate Goodie Bag	\$50

Up For Grabs (6 winning prizes) - \$7,000

1st Place

\$2,000

2nd Place

\$1,000

3rd Place

\$500

2x

\$3.5K per competitive stream*



TD INVENT
Sponsored Award
Guaranteed Interview at
TD Invent

Experienced-Based Benefits

Fundraising Simulation	Learn how to raise a pre-seed/seed round , a Series A round , manage cash burn , and employee stock options . Don't know any of the terms? That's the point!	\$9,500 per workshop
Building Your Career	Meet with current startup founders, leaders, employers, venture capitalists and many more. Discover careers and roles beyond your traditional pathways.	Land an internship or full-time job
The Startup Journey	With a cohesive 3-day journey of ideating, incubating, improving , and fundraising , our conference unlocks your future to being your own boss	No Other Firm or Conference Provides

= \$1,000 Value



Registration

What are the Next Steps?

Conference Dates:
February 2 – February 4, 2024

Steps To Register:

- 1. Fill in the registration form by following this link: [here](#) or our [Instagram bio](#) (Remember to register with your team)
- 2. After completing the form, we will send you a separate email for payment details after confirming on your attendance to the conference. Make sure to keep an eye out on the email and make your payments on time!

Ticket Pricing (Per Delegate)*

VOUCHER TYPE	PRICE	Last Day to Purchase
Food Voucher	\$200	February 1 st , 2024
Food + Hotel Voucher	\$300	January 9 th , 2024

Recommended:
\$300 voucher for best overnight team experience

***Pricing ends at 3:00PM EST on each of the ticket purchase deadlines**



DAY 1 – Preparing the Pitch

Friday, Feb 2

PITCH THEME RELEASE

Theme:

3 theme options (Includes Workshop + Mentor Sessions)

Format:

- Qualifying Round: 5-min video
- Final Round: 10-min presentation

Deadline:

10:30 AM EST Saturday, Feb 3

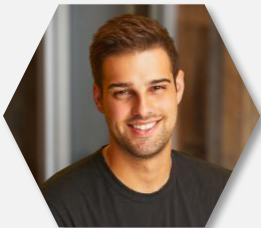
MENTOR SUPPORT



TEACHERS'
VENTURE GROWTH



Speaker Highlight



Jacob Andreou

After graduating from Queen's Biomedical Computing, Jacob built years of experience in angel investing and consumer technology industry. Currently, Jacob serves as the General Partner at Greylock Partners. He formerly led Product & Growth at Snap Inc.

greylock



Jeffery Chan

After graduating from the University of Windsor with a degree in Computer Science, Jeffery has built an extensive career in marketing working at Dell, Yellow Pages Group, and TD. Jeffery is currently a Senior Manager at TD Invent

TD **INVENT**



DAY 2 – The Reality Check

Saturday, Feb 3

Competition Rounds

Judges from: **TD INVENT**

QUALIFYING ROUND



5 Minute Video Submission

Top 5 Finalist Per Stream

FINAL ROUND



**10 Minute Live
Presentation + 5 Minute
Q&A**

Top 3 Teams Per Stream

Panels & Seminars

Women in VC panel

**Ways to get involve in the
Toronto Startup Ecosystem**

Journey of a founder

**How to break into VC
or the startup industry**

*Each event will be recorded

Network and Dine

**Wrap the day with exciting
dinner and networking social
with the following firms:**



CIBC CAPITAL
MARKETS



Reactor

TD INVENT



Sunday, Feb 4

Fundraising Simulation

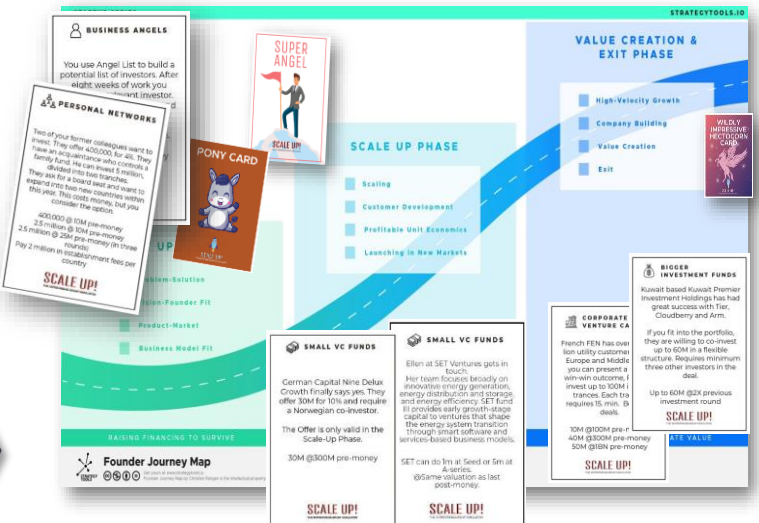
Attend a 6-hour simulation covering fundraising and cash management from ideation to pre-seed/seed stages. Learn from industry professionals about capitalization table, cash burn rates, and strategic funding timeline.



Michael Badham
Managing Director of
Georgian Angel Network



Stuart Morley
President of President
MorleyConsulting.com



Lightning Pitches & Closing Ceremony

On the spot 1-min pitches
based on themes to win gift
cards!

The afternoon session concludes with the closing ceremony and checkout.



Get Started With Us

Contact Details

If you have any additional questions, please contact
a member of the delegates team.

Thank you for your time and consideration.

qssummit@clubs.queensu.ca



Emily Chen
Delegates Director
emily.chen@queensu.ca



Janice Chen
Delegates Director
janice.chen@queensu.ca

Appendix

Best Practices for Queen's Startup Summit

KEEP IT CONVERSATIONAL

They are people too! Get to know them. One thoughtful question or comment you make can spark conversations with others, which could lead to future collaborations and opportunities.

COME PREPARED

Do some pre-conference research on our sponsor companies and speakers you are unfamiliar with. Have questions prepared and any material you'd like to refer to

BE MEMORABLE

Stay away from generic questions! They've heard them over and over, ask what you really want to know and things you can't Google. The quickest way to stay visible during a virtual event is to actively engage and participate in the various activities. Participating during breakout sessions and sharing your insights or ideas is an effective way to make you memorable!

KEEP NOTES

If you meet someone you would like to follow up with, make a note of their name and how to contact them. We suggest adding them on LinkedIn to stay connected!

BE MINDFUL

As everything will be conducted virtually if you see someone speaking, please keep your microphone off to avoid disturbance. Be in an environment that has little to no distractions (ex. loud noises, unexpected interruptions)

