

Students for the  
Exploration  
and Development  
of Space



**SEDs-ÉEDS**  
CANADA

Étudiants pour  
l'Exploration et  
le Développement  
Spatial



## YOUNG SPACE ENTREPRENEURS HANDBOOK

Visit [seds.ca/projects/yspace](https://seds.ca/projects/yspace) for more information



[www.seds.ca](https://www.seds.ca)



SEDs-Canada



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# INTRODUCTION

Dear Students,

Welcome to YSpacE! Are you a driven student with an idea to start a new and exciting venture in the space industry? If so, then the SEDS-Canada Young Space Entrepreneurs (YSpacE) competition is your first step in turning your ideas to reality. The only business plan contest in Canada geared towards students interested in the space sector, YSpacE is your opportunity to get the first taste in entrepreneurship on a topic that you are passionate about.

In this brief rule book, you will find information about rules and regulations of the competition, deadlines for submissions, and guidelines on how to complete these submissions. You are encouraged to contact the organizers, listed under ‘Important Contacts’, for further details.

We look forward to your participation in this challenge!

— The entire SEDS-Canada team

*SEDS-Canada (Students for the Exploration and Development of Space) is a student-run non-profit, federally incorporated since October 2014. We are a member-based organization with hundreds of members all across Canada, and we partner with many established university student groups.*

*We are dedicated to promoting the development of the Canadian space sector and supporting our fellow students who wish to pursue careers in this industry. To achieve this mandate, we offer students opportunities for professional development. Our strategy includes national competitions such as CAN-RGX and CAN-SBX, an annual conference, and eventually, competitive grants.*

# IMPORTANT CONTACTS

**NOTE:** For submission of project milestones email [yspace@seds.ca](mailto:yspace@seds.ca)



**Agasthya Rana** | YSpacE Project Manager |

[agasthya.rana@seds.ca](mailto:agasthya.rana@seds.ca) |

Agasthya is currently pursuing a Bachelor's in Engineering Physics at McMaster University. He is passionate about the space industry and is looking forward to helping participants gain valuable experiences in entrepreneurship and provide the best support for their success in the YSpacE competition.



**Kristen Cote** | SEDS-Canada Projects Chair |

[kristen.cote@seds.ca](mailto:kristen.cote@seds.ca) | (780) 233-9335

Kristen holds a B.Sc. (Hons) in Astrophysics from the University of Alberta, an M.Sc. in Earth and Space Science from York University, and is currently a Ph.D. Candidate in Physics at the University of Toronto. Having been involved with many life-changing student projects—like the Ex Alta-1 cube satellite—she is excited to further opportunities for student involvement in Canada's space exploration community as the Project Chair on the SEDS-Canada Board of Directors. She is also the Chief Science Officer at the startup [Wyvern](#).



**Salar Haddadi Sedehi** | YSpacE Assistant Project Manager |

[salar.sedehi@seds.ca](mailto:salar.sedehi@seds.ca) |

Salar graduated with a BSc in Mechanical Engineering with a deepening in fluid dynamics and fluid mechanics. Currently he is studying to obtain his Master's degree in Aerospace Engineering. He is specialized in Space sectors, flight guidance & Jet-Engine area at the Technical University of Berlin. Some of his enthusiasm works in the Space field were designing parts for the BEAR Space Rover belonging to TU Berlin to join the annual European Rover Challenge and experienced with the TUPEX-8 CubeSat project as the Ground Station team member.

# 1. COMPETITION OVERVIEW

## 1.1. Project Scope

The Young Space Entrepreneurs (YSpacE) Competition is Canada's only entrepreneurial competition specifically designed for new and innovative business ideas for the space industry. Registration for YSpacE 2020-21 will open on 14<sup>th</sup> September 2020. After students are selected, the competition will run until the end of February 2021, where the top 5 teams will get to pitch their business idea **online** at our annual conference Ascension.

YSpacE will take you through the building of a solid business plan. Although we encourage applicants to come to YSpacE with some idea for a product or service, we're opening our applications for students who may not yet have an idea, but will to commit to finding one.

During the length of the competition, students will receive advice from experts in the space sector through a series of webinars to coach them on preparing their business proposals and project pitches. These webinars are closed to individuals who register for our competition. SEDS-Canada will also try to find you your perfect mentor, and our graphics team will assist you in designing the perfect logo for your venture.

Most start-up competitions culminate in an investment deal for the winning teams. While our competition is primarily designed to provide a chance for students to learn what it takes to create a business plan, in 2016 the winning team was offered an opportunity to join an accelerator program to take their ideas to the next level, and a participating team from 2019 was recently awarded a contract from Canadian Space Agency for a space debris removal feasibility study. If a judge or mentor is interested in investing in your idea or helping you post-YSpacE, it is entirely up to you and the judge to work out the terms of the offer or agreement.

If at least one member of your team is/if you are a member of SEDS-Canada, this competition is free to enter. **We strongly encourage your team to be a mix of technical and business students** as complementary skills will allow you to learn more and maximize the chance of succeeding in this competition. There may be the opportunity to have SEDS-Canada match students to your team if their expertise and interests align with your needs and your vision; you can opt-out or opt-in to this while applying.

## 1.2. Eligibility

YSpacE focuses on new, independent ventures that advance the space sector in Canada. Technologies from university research labs are encouraged assuming no previous commercialization of the technologies.

Both **individuals** and **teams** can participate! In either case, you must have an idea for a relevant product or service, or commit to trying to find one over the course of the competition.

For individuals:

- Students must be from a Canadian post-secondary institution. **Proof of enrollment** must be submitted with the application. This includes items such as an unofficial transcript, a letter from your university or college registrar, a copy of your student ID with an expiration date, or a screenshot of your term schedule showing your name.

For teams:

- At least 2/3<sup>rd</sup>s of the team must be comprised of students enrolled in a Canadian post-secondary institution. **Proof of enrollment** must be submitted with the application for these students. This includes items such as an unofficial transcript, a letter from your university or college registrar, a copy of your student ID with an expiration date, or a screenshot of your term schedule showing your name. The remaining team members may be students studying at a Canadian high school; proof of this must also be provided.

Individuals (or teams) interested in finding team members (or more members) can be matched with other individual participants based on their expertise and interests. You can opt into this on our application form. To be eligible to advance to the pitch competition, an individual or one member of a team must become a member of SEDS-Canada. Additionally, an individual or at least one person from each of the finalist teams must register for Ascension 2021, our annual conference which this year is fully online, to present to a panel of judges.

## 1.3. Competition Timeline

All submissions should be made to [yspace@seds.ca](mailto:yspace@seds.ca) (unless otherwise specified) Check the [YSpacE webpage](#) regularly for any updates to this timeline.

- **Monday September 14<sup>th</sup> 2020:** Announcement of opportunity
- **Saturday October 24<sup>th</sup> 2020, 11:59 PM (EDT):** Due date to submit your Application using this [Google Form](#).
- **Saturday October 31<sup>st</sup> 2020:** Confirmation of participation. Individuals looking for team members will be matched with other participants/teams.



- **1<sup>st</sup>/2<sup>nd</sup> Week of November:** Team introductions and virtual meet-up; introduction to Business Plan Guidelines. Bi-weekly SEDS-Canada webinars covering the content of the guidelines thereafter.
- **End November 2020:** Webinar (TOPIC: Landscape of space starts up in Canada)  
Speaker TBD
- **Sunday, December 20th 2020, 11:59 PM (EST):** Business plan updates – Deadline 1
- **Early January 2021:** Webinar (TOPIC: TBD); Speaker TBD
- **Sunday, January 10th 2021, 11:59 PM (EST):** Business plan updates – Deadline 2
- **Sunday, January 24th 2021, 11:59 PM (EST):** Business plan updates – Deadline 3
- **NEW: February 10<sup>th</sup> 2021:** Webinar (TOPIC: Financing your space start-up) in partnership with SATCAN  
Speaker: Eva-Jane Lark (BMO Investments)     [Register Here](#)
- **UPDATED: February 14th 2021, 11:59 PM (EST):** Business plan updates – Deadline 4; Business plan complete!
- **UPDATED: February 16th 2021:** Pitch Competition Finalists are announced
- **Mid-February 2021:** Webinar (TOPIC: How to give an effective pitch & communicate your ideas)  
Speaker: Lucy Stojak (Mosaic @ HEC-Montreal)
- **UPDATED: February 28<sup>th</sup> 2021 12:15-2:30 PM:** YSpace Finals @ Ascension 2021 (ONLINE)

**[See Section 3 for more details](#)**

## 2. BUSINESS PLAN

You need a business plan to get ideas out of your head and onto paper. With an effective business plan you'll be able to convince possible shareholders that your ideas are legit and you have an action plan for the funding and expertise they will provide. The same is true if you're applying to a governmental (or other) grant.

You'll be given a Business Plan Guidelines document that also serves as a template for your business plan. The sections that we will guide you through creating are:

- 1) Executive summary
- 2) The Team
- 3) Product/service description
- 4) Motivation
- 5) Value proposition
  - How is this product/service valuable?
- 6) Intellectual property [if applicable]
- 7) Market analysis
  - Including size of market and how your product/service fits into the market
- 8) Competitor analysis
  - How are you different from your competitors?
- 9) Target customers
- 10) Management structure
  - Key activities,
  - Key partnerships,
  - Key resources (what will you need to take this product to market)
- 11) Financial highlights
  - Including revenue model and projections,
  - Amount of investments needed,
  - Return on investment (with timeline)
- 12) Execution plan
- 13) Timeline including major milestones for the next year

#### 14) Risk Assessment

Different business ideas will be unique in their own ways and some sections might not be relevant to your idea, but these are the basic categories we cover.

The business plan will be filled out, submitted, and reviewed in sections. All submissions must be sent to [yspace@seds.ca](mailto:yspace@seds.ca) or posted in the relevant Discord channel. The rolling deadlines are as follows (the specific content due at each deadline is made clear in the Guidelines):

- Guideline deadline 1 : **December 20<sup>th</sup> 2020** 11:59 PM EST
- Guideline deadline 2 : **January 10<sup>th</sup> 2021** 11:59 PM EST
- Guideline deadline 3 : **January 24<sup>st</sup> 2021** 11:59 PM EST
- Guideline deadline 4 : **February 14<sup>th</sup> 2021** 11:59 PM EST

Final submissions will be reviewed, and up to 5 selected finalists will pitch at Ascension 2021.



## 3. PITCH PRESENTATION

Up to six teams may be selected to participate in the YSpacE finals @ Ascension 2021. There, you will have to pitch your product/service to a panel of judges with expertise in business, entrepreneurship, and (aero)space. Ascension 2021 will be hosted fully online. For more details about Ascension and registration, visit [seds.ca/ascension2021](https://seds.ca/ascension2021). The YSpacE Finals will take place on **February 28<sup>th</sup> between 12:15-2:30 PM**. **All team members who are pitching must register for the conference.** Teams will present for a maximum of 7 minutes, followed by questions from the judges. Multimedia presentations and working or non-working demonstration videos or simulations of your product or service are encouraged.

### 3.1. Pitch Presentation Structure

The presentation should cover main points from your Business Plan and at the same time should engage and inspire the audience – you’re really trying to **tell a story** about the vision of your business.

The presentation should follow this slide structure explicitly. *Any deviations from this slide structure must be approved by the YSpacE planning team.*

- Title slide with logo & key statement
- Slide 1: What is the problem (i.e. the problem that your product/service is solving)?
- Slide 2: How does your product/service solve the problem (value proposition)?
- Slide 3: What is your product/service (in more detail)
- Slide 4: Market (size of your main market, which market are you selling to first)  
NOTE: If your first market is not space-related, you should sell the vision here – detail the space-related market, and specify the entry-market on another slide right after this. If this is applicable to your team, make sure to go through your presentation with the YSpacE planning team first, so that we can help craft your message.
- Slide 5: Value Chain i.e. who are your partners/what key activities are you focusing on versus outsourcing
- Slide 6: Customers (who are you selling to)
- Slide 7: Competitors (who are your competitors) & competitive advantage (why are you better than them)
- Slide 8: Financial highlights (when will you need/get money) & timeline (what/when are your key activities). Mark your first revenue on the timeline.
- Slide 9: Team (who is on the team and why are you the team to excel in this space?)
- End slide (contact information)

If at any point you have a really good anecdote from one of your external meetings, include it!

NOTE: SEDS-Canada has no part in judging the winners. Feel free to bounce slides or ideas for

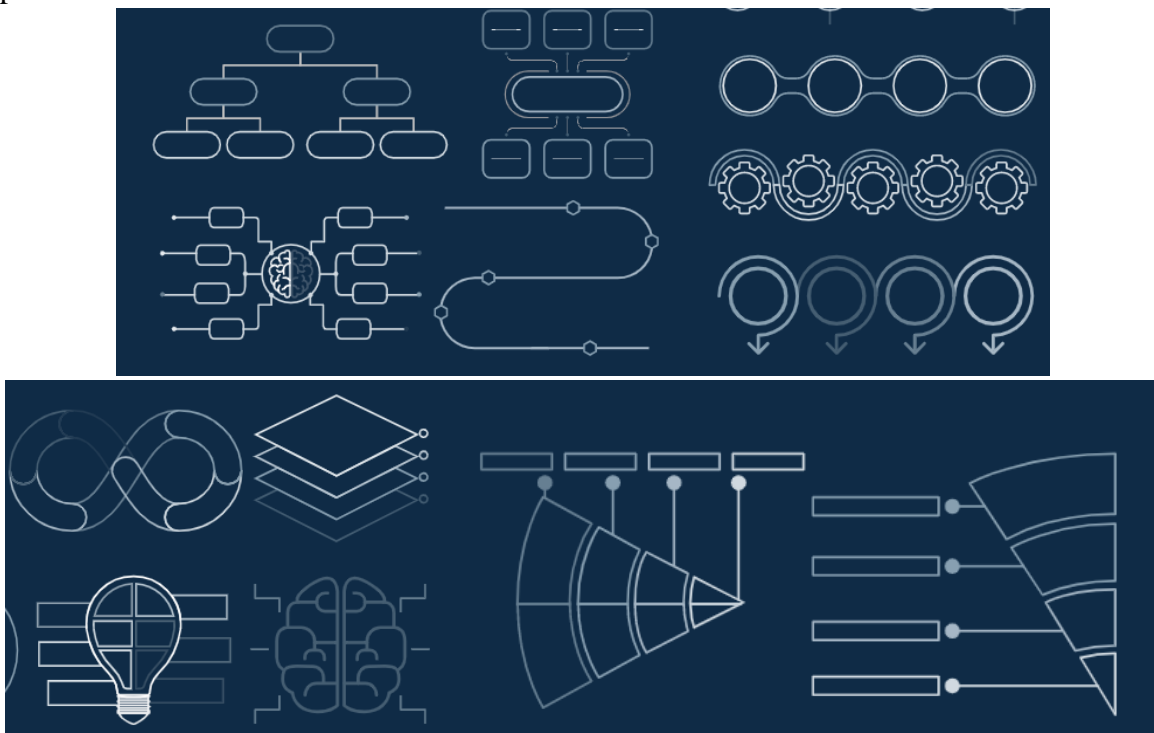
slides off of the YSpaceE planning team as you design them, or, even the full presentation for comments. We're here to help!

We have some pretty generic Google Slides templates that you can look at for inspiration (but please, don't use these \*exact\* templates for your pitch, as the slides should represent your vision – and there would also be a chance two teams have the same presentation):

- [Simple Modern](#)
- [Professional Modern](#)
- [Funky Modern](#)
- [Science Modern](#)

To use slides from these templates, or to copy over pieces, select **File>Make a Copy**, and it will made an editable version in your own drive. Note: if “Make a Copy” is greyed out, you just need to sign in to your Google Drive account.

**Each of them have some good flowchart, timeline, chart, and other simple visual graphics at the end of the template that can be copied into your pitch for good visual storytelling! We recommend you use these graphics to spice up your presentation.** Here's an example of those graphics:



### 3.2. Pitch Presentation Judging

The judges will consider and give a rating on a scale from 0 to 3 for each slide item (0 being no details provided, 3 being exceptional detail provided) under the following four categories:

- motivation,
- relevance,
- clarity
- feasibility

Note that for some slides, these categories may not apply, and so they won't be scored on. The total score is based on both the pitch presentation itself, and the business plan.

The way you answer judges questions will factor into your score as it relates to clarity.

### 3.3. Pitch Presentation Platform

#### 3.3.1. Registration & Important Information

Ascension 2021 will be hosted on Hopin. The conference homepage can be found here: [https://hopin.com/events/ascension\\_2021](https://hopin.com/events/ascension_2021).

In order to participate in the Pitch Competition, you must register for the conference (which is free to do) at: [https://hopin.com/events/ascension\\_2021](https://hopin.com/events/ascension_2021). Remember your login information, as that will be needed to attend the conference. **Please register by Friday February 19th at the latest.**

**Important:** Once you have registered please let the YSpace planning team know, so we can assign you the proper role.

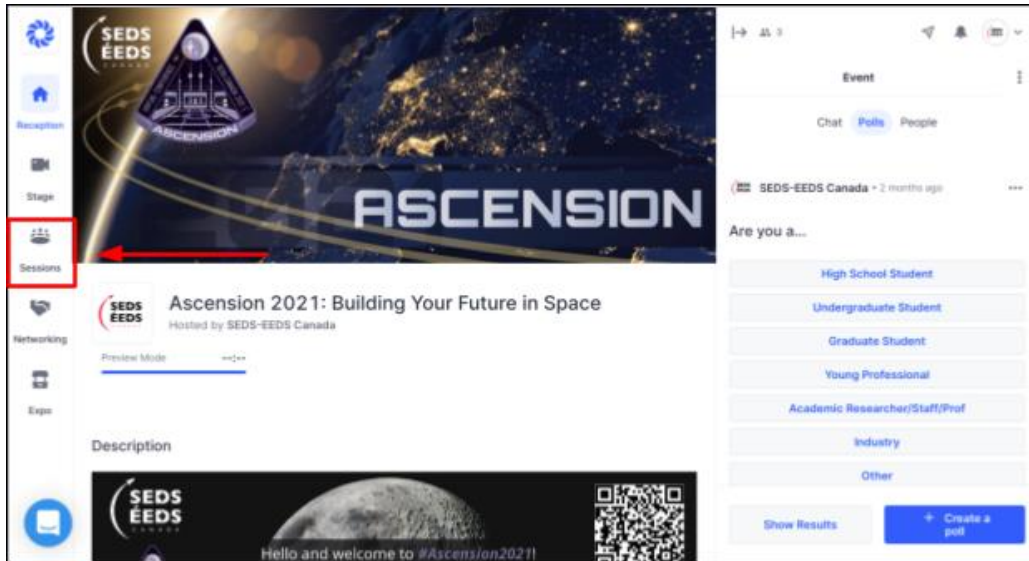
**Important:** Please try your best to attend our dry run event which will take place from 12:00pm EST to 9:00pm EST on Saturday February 20th, 2021. Someone will be available during that entire duration to help guide you through a quick demo. You will only need to be present for 15-30 min. This will give you a chance to try out joining a session in Hopin. Please use the password below to register for the event.

- **Password:** dryrun
- **Ticket Link:** [https://hopin.com/events/ascension-2021-dry-run/new\\_login](https://hopin.com/events/ascension-2021-dry-run/new_login)

#### 3.3.2. Joining the YSpace Pitch Competition Session

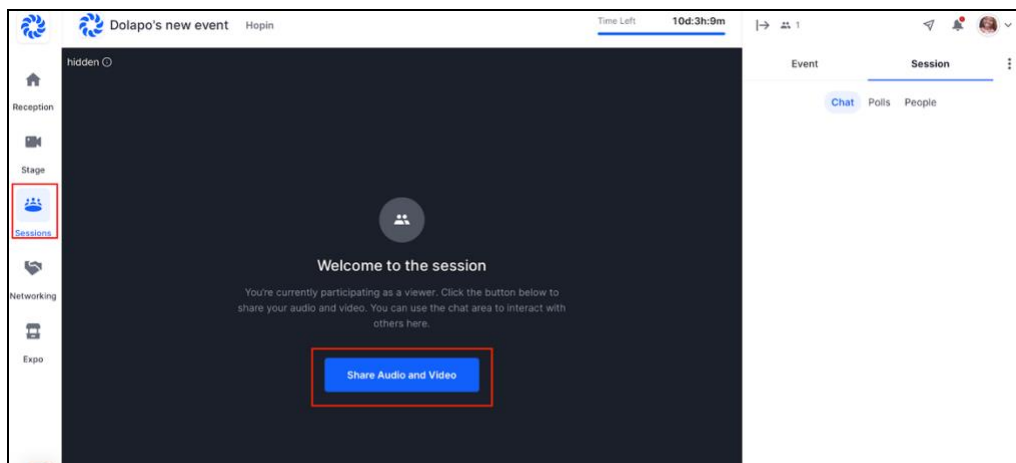
Once the YSpace Pitch Competition Session has started you will be able to see your session LIVE and highlighted on the reception page.

When the event is live and it's time for you to appear at your Session, head to the **Sessions** tab and find the Session you'll be speaking in or go there using this link: [https://app.hopin.com/events/ascension\\_2021/sessions](https://app.hopin.com/events/ascension_2021/sessions)

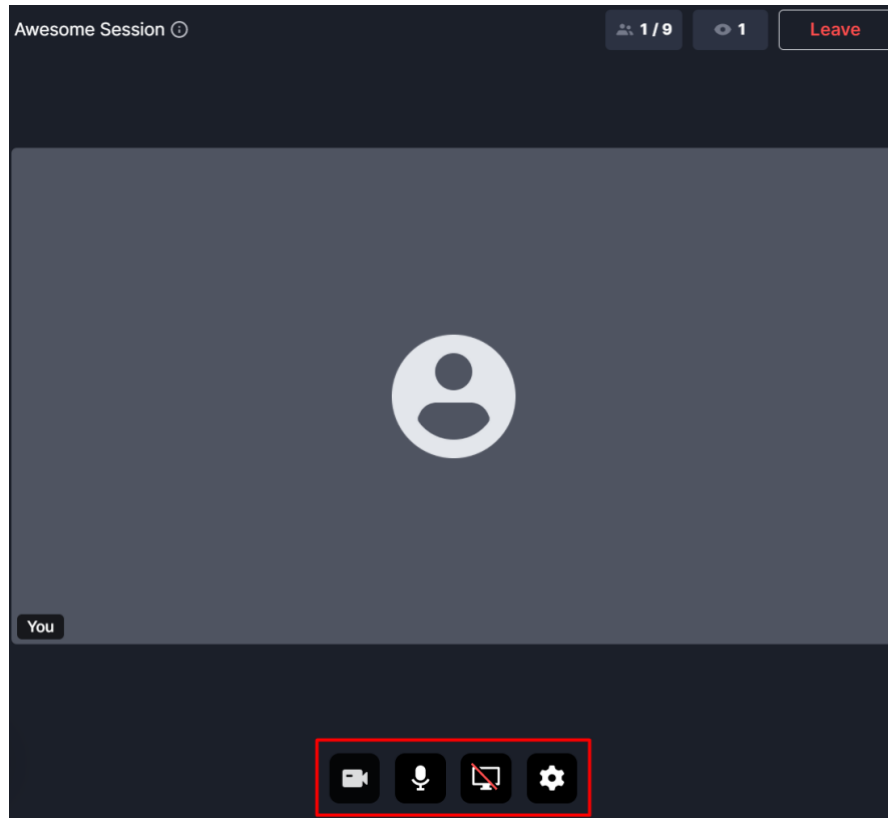


You should join the session and see a Moderator there (e.g. Agasthya or Kristen).

**Important:** Please do not “participate” in the session at this time. We will start the Pitch Competition with a few opening words & a presentation from MDA. We will then call on the teams 1 by 1. **When your team is called, please proceed to participate in the session by clicking “Share Audio and Video”.** If you are not there when your team is called, we will have considered you a no-show.



If you haven't [allowed access to your camera or mic](#) in the event, you will be prompted to do so at this time. The speaker controls at the bottom center of the Session:



These include (from left to right): sharing your video, sharing your audio, sharing your screen, and some other settings (e.g. choosing camera and microphone). **Note that only 1 person should share their screen with their Pitch at one time.**

**Once you see yourself on screen, you're LIVE to your audience!**

**Important:** Unfortunately, you can only join your session 5 minutes before it starts, so please test your video and audio once our event starts and before your scheduled session!

**Call the SEDS-Canada Hotline: On-the-day LIVE Troubleshooting**

Have any questions? Feel free to email [conference@seds.ca](mailto:conference@seds.ca).

As a participant, if you have any issues on the day of, please call or join the [SEDS-Canada Hotline](#) via Zoom:

- A.** Zoom link: [SEDS-Canada Hotline](#)
- B.** Meeting ID: 416 802 9953
- C.** Password: n/a

This meeting room will be open for the entirety of the conference and will be in constant operational readiness to facilitate immediate communication with you and SEDS-Canada conference staff.

**In case of emergencies, call +1 425-301-9665 for guidance.**

## 4. AWARDS

Thanks to our generous sponsors, we're able to provide the top 3 teams with cash prizes.

**First Place Prize, Sponsored by MDA: \$600**

**Second Place Prize, Sponsored by SATCAN: \$400**

**Third Place Prize, Sponsored by Mosaic @ HEC-Montreal: \$200**

Cash prizes will be delivered via e-transfer. Judges' decisions are final.

All participating YSpace students will receive certificates of project completion (as well as certificates relating to each prize, if appropriate). We will be collecting your mailing addresses in order to deliver these certificates & some SEDS-Canada swag.

## 5. COPYRIGHT

If a team uses copyrighted material, images, or videos from a third party in their proposal or/ and presentation, they must provide permission and authorization from the owners to use this material in advance. Any data or information discussed or divulged throughout the competition should be considered information that will enter the public domain. SEDS-Canada may make photographs, video recordings and/or audio recordings of the presentations and reserves the right to use these materials for advertisement.