



HUSTLE MONDAYS

Purpose:

- Hustle Mondays is an online segment throughout the summer that gives student entrepreneurs the opportunity to showcase their businesses and create an environment where students support students.
- The unprecedented COVID-19 pandemic has posed many challenges for those from all walks of life, especially for student entrepreneurs.
- Hustle Mondays will provide student entrepreneurs with the opportunity to share their businesses with the Humber and Guelph-Humber communities via a bi-weekly vlog-style video segment, produced by IGNITE.

Application Guidelines:

- Students must fill out the online application and are asked to submit a maximum 2-minute video 'casting call' to outline their business. The video should include, but is not limited to:
 - Business name, background, and purpose;
 - How the COVID-19 pandemic has affected your business; and
 - Any relevant details that you would like to share
- A student business is responsible for ensuring it is and has the following:
 - Open and non-discriminative;
 - Applicants who are full-time fee-paying Humber or Guelph-Humber students or are recent graduates within two years;
 - Adheres to all IGNITE and Institutional bylaws, policies and procedures; and
 - Adheres to the Student Code of Conduct

Successful Applicants:

- 4 successful applicants will be chosen by a panel of IGNITE employees and student representatives, based on the criteria outlined in the attached Evaluation Criteria rubric.
- Both successful and non-successful applicants will receive a confirmation email no later than Friday, June 11th.



Hustle Mondays Evaluation Criteria 2021

Rate each applicant on their ability to deliver their application in the following categories on a scale of 1 to 5.

COMPANY:

STUDENT ENTREPRENEUR:

<u>Criteria</u>	<u>Description</u>	<u>Low</u>	<u>Average</u>			<u>Excellent</u>
Description of Product or Service	What is the business? Is it clear and concise?	1	2	3	4	5
Problem/Need	The problem/need is evident & understood. How have they pivoted during the COVID-19 pandemic?	1	2	3	4	5
Customer	Who are they selling to? Do they understand who their customer is?	1	2	3	4	5
Unique Selling Proposition	Why are customers going to buy from them? How do they differentiate themselves from their competitor/s?	1	2	3	4	5
Presence	Do they have a strong video presence?	1	2	3	4	5
Overall	Do they have the skills and passion to entice student interest in their business?	1	2	3	4	5
Comments/Notes:						

TOTAL POINTS OUT OF 30: _____