



RULES & GUIDELINES



Modeled after CBC's "The Dragons' Den", where qualifying entrepreneurs pitch their business idea to a group of potential investors, Junior Dragons' Den is a call to action for youth entrepreneurs from Grade's 5 to the College, University and Trades School levels, to create their own summer job/ business or to expand upon an existing business. Categories will include; Junior (Grades 5-10), Senior (Grade 11-12), and Post-Secondary (College/ University/ Trades).

HOW IT WORKS!

Students are required to submit a business concept paper for their business idea or business expansion (in the case of an existing business), explaining their concept/expansion and why they should be chosen to compete in Junior Dragons' Den.

Students can apply as an individual or as a group/team and may enter the competition in one of the following categories:

Junior – Grades 5-10

Senior – Grade 11-12

Post-secondary – College/ Trades/ University

The applicant selection process is based upon the merits of the business concept paper submitted.

Short listed Applications

The top 5 applicants from each category will advance to the competition and each be assigned a mentor from the local business community. Mentors' will assist with everything from start-up considerations and marketing, to coaching & presentation skills.

The Top Five

The top five applicants from each category will then work on refining their business concept into a comprehensive one-page business plan with detailed financial statements (outline and template provided). In addition, competitors will create and submit a video elevator pitch to use at the live competition. The Junior Dragons Den crew will assist by filming and recording each video to ensure consistent audio and video quality.

The Show

Junior Dragons' will then pitch their business idea in a live show format on April 4th, 2019, to a panel of local business leaders (a.k.a. Dragons') in front of a live audience.

Winners will be selected based upon:

80% input from our Dragons' (a.k.a the judges)

20% audience participation through voting

Prizing & Awards

The first and second place winners from each Junior Dragons' age category, will receive cash prizes & awards.

Cash prizing must go toward:

- *Business Start-up*
- *Business Expansion (as in case of an existing business)*
- *Tuition for Future Education*

Competition Contacts

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