



2018 Student Application Package

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Application Submission Deadlines

Northeast BC - Feb 28th, 2018

West Kootenay Boundary - Feb 28th, 2018

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 Columbia Basin wide initiative and call to action for youth entrepreneurs from Grade's 7 to the College, University and Trades School levels, to create their own summer job/ business or to expand upon an existing business. Junior Dragons Den consists of 3 regional qualifying competitions, the winners of which automatically advance to compete in the Junior Dragons Den Columbia Basin Championship.

2018 Regional Competition

Junior Dragons Den West Kootenay Boundary Thursday April 19th

7 pm, Brilliant Cultural Centre, Castlegar, BC

Junior Dragons Den Northeast BC, Fri April 27th

7 pm, Calvin Kruk Centre, Dawson Creek, BC

2018 Dragons' Den Championship, Trail BC, Saturday May 5th

7 pm, Charles Bailey Theatre



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 7-10 ***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 Applicants

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 in order to ensure consistent audio and video quality.

The Show

Junior Dragons' will then pitch their business idea in a live show format at their respective regional competition, 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 and automatically advance to compete in the Junior Dragons' Den Championship in Trail, BC.

Cash prizing must go toward:

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

2018 Regional Competition Contacts

West Kootenay Boundary

John Reed, CF Greater Trail e john@communityfutures.com Cell 250 368 1136

Northern BC

Sue Kenny, CF Peace Liard e skenny@communityfutures.biz p 250 782 8748



2018 BUSINESS CONCEPT APPLICATION

Defining your business concept, or improving upon your existing business.

The following questions will assist you in defining your business concept. Please answer all questions thoroughly and completely and focus on costs and finance. All questions must be answered in 200 words or less and submitted through the Junior Dragon's Den website (www.juniordragonsden.com) by the assigned deadline. Late submissions or submissions exceeding 200 words per question will be disqualified.

The Product:

1. What is the name of your product or service?
2. What is the purpose or function of your product or service (what solution does it provide for your customers)?
3. What is your unique selling position (your niche)?
4. How will you protect your Product or service?
5. Does your proposed product or service currently exist? Be sure to research the competition or similar products? Know how you are going to make yours unique, in order to stand out in the marketplace.

The Market:

6. Who is your target market?
7. Where will you sell your product or service?
8. How will you promote and advertise your product or service?
9. How will your product or service be branded? (logo design, appeal, tag line...)

The competition:

10. Who is your competition?
11. What is different or unique about your business concept?
12. How will you market your business, so that you stand apart from the competition?

The Money:

13. What will be the initial investment, and why? (Please provide a detailed break-down or list of costs/expense items)
14. What is the cost to produce?
15. How much will you sell it for? And what is the profit margin?
16. How much of your product or service will you have to sell to break even?

The End:

17. What is your next step?

All questions must be answered in 200 words or less and submitted via email to your regional contact listed on page 3, by the required due date. Late submissions will not be accepted.

JUNIOR DRAGONS' DEN 2018 PARTICIPANT CONSENT FORM

This form must be completed and signed by your parent or legal guardian as part of the Junior Dragons' Den participant application package (please read carefully and complete all required information and sign in pen).

I'm applying to compete in the following competition (please check one):

JDD West Kootenay Boundary Castlegar Thursday Apr. 19th

JDD Northern BC, Dawson Creek, Fri Apr. 27th

Participant name: _____ D.O.B: _____
(M/D/YR)

Full address: _____

Home number: _____ Cell number: _____

Contact email: _____

School: _____ Grade Level: _____

Home room teacher: _____

As the parent or legal guardian of the above named student, I hereby give him/her my permission to participate in the Junior Dragons' Den competition, which is organized by the Community Futures Development Corporation.

I further authorize CFDC Greater Trail and/or Junior Dragons' Den to publish photographs/ videos taken of, or submitted by my son/daughter, for use in the Junior Dragons Den application process and/or competition and associated printed publications, website(s) or social media outlets. I acknowledge that since their participation in publications and websites produced by CFDC Greater Trail and/or Junior Dragons' Den is voluntary, that they will receive no financial compensation. I further agree that their participation in any publication, website or social media outlet produced by CFDC Greater Trail or Junior Dragons' Den confers upon them no rights of ownership whatsoever. I release CFDC Greater Trail, its officers, associates, contractors, assigns and related employees from liability for any claims by me or any third party in connection with my sons/ daughters participation.

Date: _____

Name: _____
(Please print)

Name: _____
(Please sign)

Relationship to student: _____ Contact number: _____

Email: _____

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