



2019 STUDENT APPLICATION PACKAGE

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APPLICATION SUBMISSION DEADLINE

MARCH 15, 2019

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 Grades 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 2 qualifying competitions in the Northeast BC, the winners of which automatically advance to compete in the Junior Dragons Den Championship for cash prizes.

2019 REGIONAL COMPETITIONS IN NORTHEAST BC

Junior Dragons Den – South Peace
Dawson Creek
Thursday, April 11, 2019

Junior Dragons Den – North Peace
Fort St John
Friday, April 12, 2019

2019 DRAGONS DEN CHAMPIONSHIP – SATURDAY, APRIL 29, 2019

TBA – will take place in the Northeast Region

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 – Grades 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 five 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 and 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) and their peers.

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 awards and automatically advance to compete for cash prizes in the Junior Dragons' Den Northeast Championship.

Cash prizing must go toward:

- Business start-up
- Business expansion (in the case of an existing business)
- Tuition for future education

2019 Regional Competition Contacts

North Peace – Fort St John and surrounding communities:

Lilia Hansen

E | liliahansen@shaw.ca

C | 250.261.3148

South Peace – Dawson Creek and surrounding communities:

Sue Kenny

E | skenny@communityfutures.biz

T | 250.782.8748

C | 250.219.4285



2019 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 Community Futures Peace Liard to jphinney@communityfutures.biz by the assigned deadline.

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.

2019 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 South Peace – Dawson Creek
Thursday, April 11, 2019

JDD North Peace – Fort St John
Friday, April 12, 2019

Participant Name:

Date of Birth (MM/DD/YYYY):

Full Address:

Home Phone Number:

Cell Phone 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 Peace Liard 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 Peace Liard and/or Junior Dragons Den is voluntary, they will receive no financial compensation. I further agree that their participation in any publication, website or social media outlet produced by CFDC Peace Liard or Junior Dragons Den confers upon them no rights of ownership whatsoever. I release CFDC Peace Liard, 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):

Signature:

Relationship to Student:

Contact Phone Number:

Contact Email:

2019 COMPETITION CONTACT INFO

Sue Kenny
Community Futures Peace Liard
E | skenny@communityfutures.biz
T | 250.782.8748

W | communityfutures.biz

