



2016 Student application package

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Application deadline – Jan 22nd, 2016



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 8 to the College, University and Trades School levels, to create their own summer job/business or to expand upon an existing one. 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.

2016 Regional competitions

Cranbrook- Thursday April 7th

Revelstoke- Thursday April 14th

Trail- Thursday April 21st

Junior Dragons Den Columbia Basin Championship

Saturday April 30th, Charles Bailey Theatre, Trail, BC.

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 8-10

Senior – Grade 11-12

College/ Trades/ University

QUALIFYING FOR THE COMPETITION

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, second and third place winners from each Junior Dragons' age category, will receive cash prizes & awards and automatically advance to compete in the Junior Dragons' Den Columbia Basin Championship.

Cash prizing must go toward:

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



www.juniordragonsden.com

Regional competition contacts:

- Revelstoke – Kevin Dorrius, Community Futures Revelstoke e kdorrius@revelstokecf.com p 250 837 5345 Ext. 3206
- Cranbrook – Sean Campbell, Community Futures East Kootenay e sean@cfek.ca p 250 489 4356 Ext. 102
- Trail – John Reed, Community Futures Greater Trail e john@communityfutures.com p 250 364 2595 Ext 28.



2016 Business Concept application.

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

The following questions will assist you in defining your business concept. All questions must be answered in 200 words or less and submitted through the Junior Dragon's Den programs 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?
3. What is your unique selling position (your niche)?
4. How will you protect your Product or service?

The Market:

5. Who is your target market?
6. Where will you sell your product or service?
7. How will you promote and advertise your product or service?
8. How will your product or service be branded?

The Money:

9. What will be the initial investment, and why?
10. What is the cost to produce?
11. How much will you sell it for? And what is the profit margin?
12. How much of your product or service will you have to sell to break even?

The End:

13. What is your next step?

All questions must be answered in 200 words or less and submitted through the Junior Dragons Den (www.juniordragonsden.com) by the required submission deadline. Late submissions will not be accepted.

JUNIOR DRAGONS' DEN 2016 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):

Cranbrook, Apr. 7 ___

Revelstoke, Apr. 14 ___

Trail, Apr. 21 ___

Participant name _____

D.O.B _____
(M/D/YR)

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 _____