

# ENTER THE DEN

Business Planning Competition  
for High School Students

A program run by:



[www.enterthedden.ca](http://www.enterthedden.ca)

Entry Deadline:  
March 25, 2020

Semi-Finals  
April 21 & 22, 2020

Finals  
May 6, 2020



**Win Cash**  
for your  
**Business Plan**  
and Presentation

- 1st Place: \$1500
- 2nd Place: \$1000
- 3rd Place: \$ 500

## Important Dates:

Entry Deadline:  
March 25, 2020

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May 6, 2020

## 2020 Enter the Den Contest Application

Calling all high school students! Whether you have a business idea, or just considering what entrepreneurship (self-employment) is about, we encourage to submit your business idea to the Enter the Den High School Business Plan Competition.

Please note: Thanks for submitting an application to the 'Enter the Den' contest. You should give as much information as necessary to enable us to assess your business idea or product BUT SHOULD NOT DISCLOSE ANY INFORMATION WHICH IS TO BE TREATED AS CONFIDENTIAL OR TRADE SECRETS. You must not include any details on any application or process, which may be patentable unless you have secured the patent, or this is pending - to do so may invalidate any patent application you later make, and you are doing so at your own risk and peril.

### Personal Information:

Your Name

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Team Name *(if applicable)*

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- Team members names  
*(if applicable)*

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School

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Grade

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Email

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Mailing Address

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Home Phone

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Cell Phone

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### Business Idea:

Business Name

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Describe your idea in 3 sentences or less:

What best describes your idea? (Circle one)

Physical product

Wholesale Business

Service

Software

Other: \_\_\_\_\_

What does your business/product do?

### **Sell us your idea!**

For example, start with “We provide” or “My product will”

...How is your business or product unique?

For example “In comparison with other ..... we ....”

...What problem or need does your business address or fill?

For example: “we improve” or “we simplify”

...How much money would you need to start your business?

My/Our business idea ...

### **Other Information:**

## **Rules and Regulations:**

### The Contest:

- Enter the Den is a business writing plan competition for Thunder Bay high school students inspired by the popular Canadian TV show, the Dragon's Den. Enter the Den is a gentler version of the format with practical feedback to every participant.
- The three cash prizes will go to students with good business ideas that have been well researched, well presented, and well defended. Both written and verbal presentations will be required, and we would expect that the winners would follow the format of a business plan in developing their business idea.
- This contest offers encouragement and support to all students along the way and a number of resources and supports will be available to assist students wishing to enter the contest, including tips on writing your business plan, loan and grant applications, and marketing do and don'ts.
- Students do not have to start the business - the goal is to learn what is involved in starting a business and realizing that starting a business can be a career choice.

### How Enter the Den Works:

- Registration: Register your interest in the contest at [enterthedden.ca](http://enterthedden.ca). You will be assigned a contestant number and receive the contest application. We will keep you informed of any available support or events as you prepare your application. Contest participants must be registered students at a Thunder Bay high school during 2014/2015.
- Application: Develop your idea and submit your APPLICATION by the posted date in April. We are recommend/ discussing and reviewing your application with one of your school's business teachers prior to submission. Receipt of your application will be confirmed by phone or email. If under 18 years of age, parental consent will be required with the application.
- Business Plan Preparation: After the April due date, we will contact you by phone or email and let you know if you have been selected to proceed to the next round of the contest. You will have 48 hours to inform Thunder Bay Ventures if you are accepting to participate. If you're going to the next round, then it's time to prepare your business plan. Again, we strongly recommend students to seek guidance from their business teachers in the development of their business plans.
- Semi Finals: Students selected for the semi-finals will present and defend their business plans to a panel of judges. Please make sure you have practiced your verbal pitch and are familiar with all your details, as you will be asked questions. You may use video, audio recordings or a PowerPoint presentation but these are not a requirement. The semi-finals will take place the first week of May.
- Finals: Five outstanding contestants from the semi-finals will receive feedback to improve their business plans and presentations. They will have about two weeks to make changes and improvements before the final competition where plans will be presented before the Thunder Bay Dragons in May.

**Permission and Authorization:**

I hereby acknowledge and agree that I am voluntarily providing the foregoing information below in consideration of possible selection as a participant in the ‘Enter the Den’ contest presentations. I understand and agree that Thunder Bay Ventures and contest partners and sponsors are under no obligation to interview me, to select me as a participant in the contest semi-finals or finals, and the information provided herein is merely for the purpose of evaluating my potential as a semi-finalist in the contest.

I acknowledge that all the information provided on this application is true and accurate, and any false or misleading information submitted herein is grounds for my immediate elimination from consideration.

I agree to fill out and execute further documents as required by the contest sponsors and judges in connection with the contest.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Are you under 18? (Circle one):      Yes                  No

    \* If you’re under 18, a parent/guardian must fill out below:

Parent/Guardian’s Name (please print)                  \_\_\_\_\_

Parent/Guardian’s Email or Phone                                  \_\_\_\_\_

Parent/Guardian’s Signature                                                  \_\_\_\_\_

**Media Release:**

To be filled out by student over the age of 18 or by legal parent/guardian on the student’s behalf.

I agree that if I am selected for the semi finals and/or finals of the Enter the Den contest, Thunder Bay Ventures has the right to use my name and image for promotional purposes.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Teacher Review of Application:**

We encourage all students to have one of their teachers look over their application and sign below before submitting it for review.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## **How to Submit Your Application:**

By Mail

Thunder Bay Ventures  
Box 10116, Thunder Bay, ON P7B6T6

In Person

Thunder Bay Ventures  
955 Alloy Drive, Suite #2 (behind the Copperfin Credit Union)  
Thunder Bay, ON

By email

[enterthedentbay@gmail.com](mailto:enterthedentbay@gmail.com)

[www.enterthden.ca](http://www.enterthden.ca)

Thunder Bay Ventures is compliant with all Privacy Legislation in Canada and your personal information collected here will not be disclosed, sold, rented, leased or will not be made available to anyone other than for the expressed use of this “Enter the Den” contest. Their complete privacy policy can be found at [www.thunderbayventures.com](http://www.thunderbayventures.com).