

A photograph of a dirt path in a forest, leading into a cave-like tunnel. The tunnel is formed by the arching branches of trees, and the interior is illuminated by warm, golden light, creating a sense of mystery and adventure. The path is covered in fallen leaves, and the surrounding forest is dense with green and yellow foliage.

The path to entrepreneurship starts here

# ENTER THE DEN

Student Business Plan Competition



# Win Cash

## for your Business Idea!



**NEW**

### 2 Categories

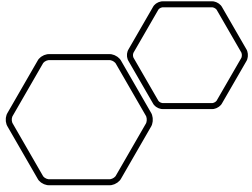
Elementary (Gr 7 & 8)

Secondary (Gr 9-12)

1st Place - \$1000

2nd Place - \$ 500

3rd Place - \$ 250



# WHAT IS ENTER THE DEN?

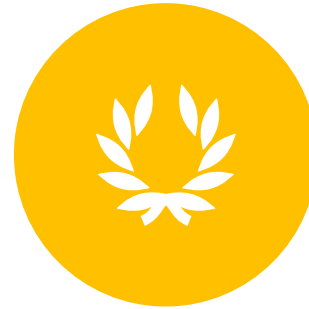


ENTER THE DEN IS A  
BUSINESS PLAN COMPETITION FOR  
THUNDER BAY STUDENTS.

IT IS A GENTLER VERSION OF THE TV  
SHOW FORMAT WITH PRACTICAL AND  
ENCOURAGING FEEDBACK PROVIDED TO  
ALL SEMI-FINALISTS AND FINALISTS.



**3 CASH PRIZES  
FOR EACH GRADE CATEGORY  
(GR 7 & 8 AND GR 9-12)**



**1ST PLACE \$1000,  
2ND PLACE \$500  
& 3RD PLACE \$250**



PRIZES FOR EACH CATEGORY WILL GO TO  
STUDENTS WITH GOOD BUSINESS IDEAS  
THAT HAVE BEEN WELL RESEARCHED,  
WELL PRESENTED, AND WELL DEFENDED.  
BOTH WRITTEN AND ORAL  
PRESENTATIONS WILL BE REQUIRED. WE  
EXPECT THAT THE STUDENTS FOLLOW  
THE FORMAT OF A BUSINESS PLAN IN  
DEVELOPING THEIR BUSINESS IDEA.

# About Enter the Den

- Enter the Den is a student business plan competition that offers cash prizes to the winners
- First step of Enter the Den is to submit a business idea application on a product or service of your choice
- From there, the submissions are reviewed, and 7 semi finalists are chosen from each category to present in front of a panel of 5 judges
- From the semi-finals, 5 finalists are chosen to present in front of a new panel of 5 different judges. Only the finals will be a live presentation with others invited to watch



# Enter the Den offers Support and Encouragement

- Thunder Bay Ventures, the organization that hosts this competition, is available to answer any questions regarding the competition itself
- There are resources available to support semi-finalists who wish to proceed into the semi-finals part of the competition
- Thunder Bay Ventures can provide tips on how to make a proper business plan, how to market your product or business, presentation skills and more

# What you need to know about Enter the Den

- This is strictly a business plan competition for students
- Participants do NOT need to start a business with their product or service outlined in their business plan
- That being said, it is a great opportunity to introduce students to entrepreneurship and learn some valuable skills
- Whether it's a career or a summer job, entrepreneurship can be a realistic and viable option



# Entrepreneurship Education benefits everyone

## **LIFE SKILLS** for every career path.

A variety of careers involve aspects of businesses practices. Whether you are a doctor, mechanic or hairdresser, proper knowledge of business practices is key for success.

Helps prepare students for diverse areas of business as professional careers. It also provides practical skills that students can use in everyday life regardless of their career choice.

Learning practical skills which include presentation, time management, research and more. All these skills will benefit individuals in their academic and career success.

Learning about business allows students to be introduced to a wide range of different opportunities.

# Youth Entrepreneurs

Young entrepreneurs are more willing to take risks and move off the “mainstream ideas” to create new ones, breaking down barriers to further succeed

Youths are well positioned to become entrepreneurs due to changes in conducting business. Technology is a big part of business and life. Young entrepreneurs are already well positioned to succeed with their wealth of knowledge in technology. Something unique about being an entrepreneur is that your success is not defined by your years of experience, rather, it is defined by the individual's drive and work ethic.

Something unique about being an entrepreneur is that your success is not defined by your years of experience but is defined by the drive and work ethic each individual person has.

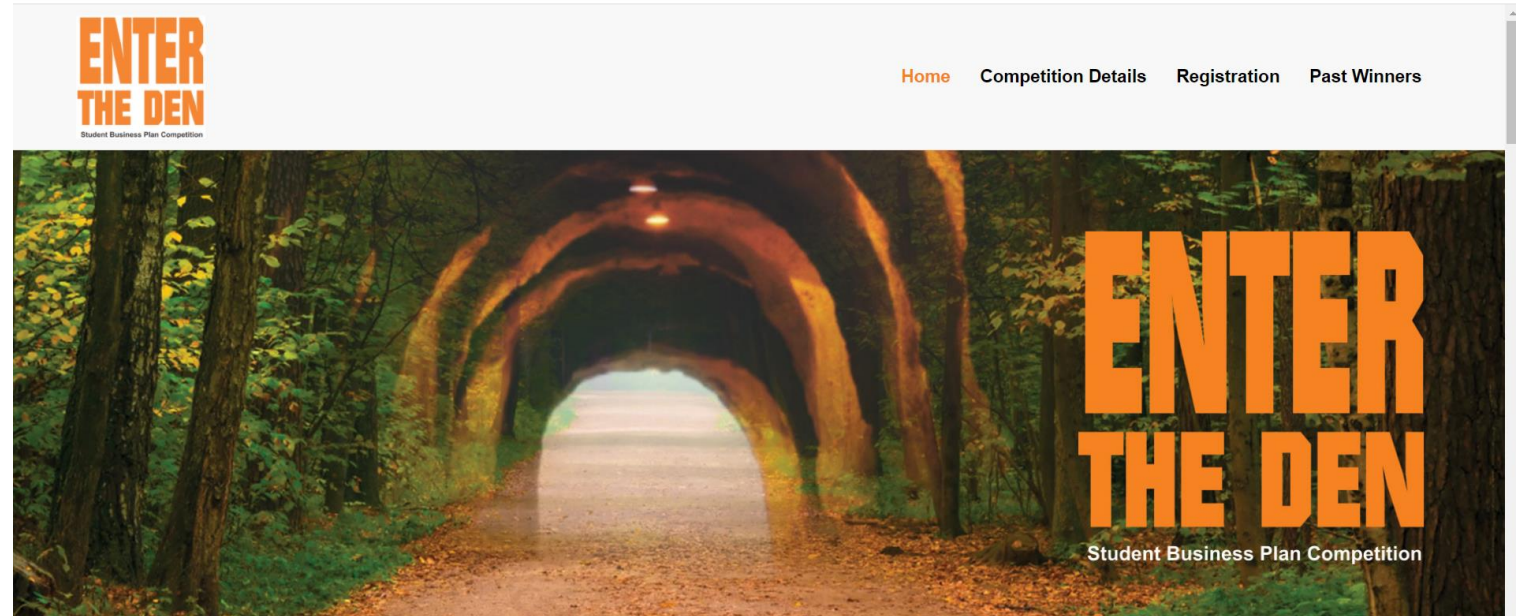
Entrepreneurship is not for everyone; some people might find it difficult being their own boss where others might really enjoy it.



# How to apply for Enter the Den

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- go to the Enter the Den website at




**[www.entertheden.ca](http://www.entertheden.ca)**

# Enter the Den Application

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- The applications form is listed in the top right corner of the website
- Participants will need to fill in the two-page application which includes describing the business they would like to do
- It is important to be specific when describing your idea and to sell the idea to the selection committee

<b>* Name:</b> <input type="text" value="Name"/>	<b>* Business Name:</b> <input type="text" value="Business Name"/>
<b>Team Members: (if applicable)</b> <input type="text" value="Team Members"/>	<b>* Describe your idea in 3 sentences or less:</b> <div><input type="text" value="Your idea..."/></div>
<b>* School:</b> <input type="text" value="School"/>	<b>What best describes your idea? (choose one)</b> <input type="checkbox"/> <b>Physical Product</b> <input type="checkbox"/> <b>Wholesale Business</b> <input type="checkbox"/> <b>Service</b> <input type="checkbox"/> <b>Software</b> <input type="text" value="Other"/>
<b>* Grade:</b> <input type="text" value="Grade"/>	
<b>* Email:</b> <input type="text" value="Email"/>	
<b>* Phone:</b> <input type="text" value="Phone"/>	
<b>Mailing Address:</b> <input type="text" value="Mailing Address"/>	
<b>* What does your Business/Product do?</b> <input type="text" value="What Does your Product Do?"/>	

 [Privacy](#) - [Terms](#)

# Competition Details

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- A brief description of the competition along with what each portion of the competition entails

## Competition Details

### How Enter the Den Works:

**Application:** Develop your idea and submit your APPLICATION by the posted date. We recommend you discuss and review your application with one of your school's business teachers prior to submission.

**Business Plan Preparation:** After the due date, we will contact you by email or phone 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 of your intent to participate. If you're selected to go to the next round, then it's time to prepare your business plan. Again, we strongly recommend students 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, PowerPoint presentation or other media to convey your ideas, however it is not a requirement.

**Finals:** Students chosen to move forward to the finals will receive feedback on how to improve their presentations before the next round with new judges.



# Your Business Idea

Your business does not have to be new but it should be unique, and it should be something that you feel confident presenting and “selling” to the judges

“What sets your business apart from others?”

“Why would someone use your product or service over someone else?”

# Past Winners



- There is a list of past winners on the Enter the Den website
- There is a variety of different ideas and not one concept or idea is going to win. Creativity and selling your product or service is what matters

## Past Winners

### 2019 Winners

1st Place	\$1500 –	Eversmooth Enterprise by Natalie
2nd Place	\$1000 –	MD Firewood by Matthew
3rd Place	\$500 –	D&A Custom Carvings by Aiden & Dalton

Runner ups (in no particular order):

Ken's Inputs by Kendall  
Nicole's Creative Customs by Nicole  
Revamped by Isabel & Olivia

### 2018 Winners

1st Place	\$1500 –	<b>Active Paws</b> by Andrew L
2nd Place	\$1000 –	<b>SUDS</b> by Eraj R
3rd Place	\$500 –	<b>River Forge</b> by Aidan M

# After Enter the Den

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Students are not expected to start their business. The goal of Enter the Den is to introduce entrepreneurship to students, allow for a fun and creative contest and offer skills that can be applied to real life



But what if you want to explore your business idea further?



Maybe you want to start your business on a smaller scale over the summer or even continue it part time throughout the year. Ask us for programs and grants and we can point you in the right direction.



A program run by



Funded by



If any applicants have questions regarding Enter the Den or the application process, they can reach out to Thunder Bay Ventures. The staff at Thunder Bay Ventures will be happy to answer any of your questions



Email:  
[info@thunderbayventures.com](mailto:info@thunderbayventures.com)  
or [enterthedenbay@gmail.com](mailto:enterthedenbay@gmail.com)

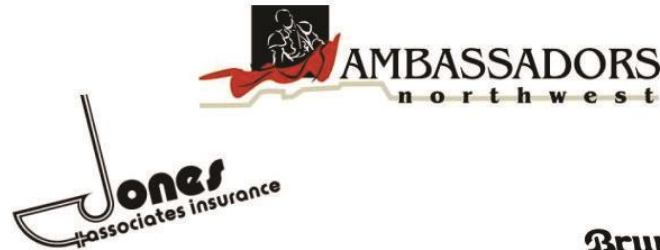


Phone: 807-768-6650



Website: [www.entertheden.ca](http://www.entertheden.ca)

# 2022 Enter the Den Sponsors



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