

# VANIER

CÉGEP / COLLEGE

# NEWS RELEASE

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## **In a “cheetah eat cheetah” world Vanier students ready to survive the jaws of a killer cat**

**Montreal, April 8, 2010. Who walks into the jaws of a cheetah? Vanier Business students do. But with their own deadly claws and sharp minds, they are ready to fend off attacks when they enter The Cheetah’s Den during the second annual Vanier Business Administration Pitch Contest on April 14, 2010.**

Inspired by the popular CBC television show, *The Dragon’s Den*, students will pitch a business concept to a panel of business experts in the hopes of winning cash prizes to help launch their business idea.

This year, the Cheetah experts will be Vanier graduate, Carolyn Di Murro, V.P. Eptix Inc., Simon Restall, Director, Quebec and Eastern Ontario Small Business Development, ScotiaBank, and Alain Robitaille, Coordinator Développement économique Saint-Laurent (DESTL).

Five Vanier teams have made it to the finals: l’Étudiant Botaniste, Little Olympians (skating school), GreatDeals.ca, Auto Tattoo, and Duelip Music Studio.

During the competition each team has ten minutes to pitch a business idea or an existing business start-up company of its own creation. What’s in the pitch? Each team must describe a consumer problem, indicate what need the company fills, present its product or service, explain how it’s different from the competition and suggest who will buy the product. The team must also explain how the company will make money, estimate revenues, costs, and profits for the first 3 years, describe how to market the product or service, and explain how it plans to finance the business: what financial “deal” is the team looking for.

Presenters can use PowerPoint and other visual aids during their pitch. They will also get to respond to judges’ questions at the end of their presentations, with answers limited to one minute per question.

The Cheetah’s Den Business Pitch will take place at noon in the Amphitheatre (B-223). The event is part of Careers@VanierCollege, an open house of the Career and Technical programs at Vanier College, which runs from noon till 3PM. The public is welcome to all events.

For a full schedule check the website: <http://www.vaniercollege.qc.ca/career-day/>