

MDHS class stages their own 'Dragon's Den'

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Dragon's Den has proven to be a popular television show for entrepreneurs of any age.

A Grade 11 Entrepreneurship class, taught by Melanie Mallinson, at Mitchell District high school (MDHS) last semester knows that first hand, and actually came out as "winners" after having a unique experience with real-life entrepreneurs who made their mark on the popular television show last December.

Mallinson explained that during

Victim services to benefit from Heroes campaign

For a fifth year, Lowe's Canada is bringing back its Heroes campaign from Sept. 1-30. Through this major community effort, Lowe's Canada will match 50 per cent of the funds raised, up to \$2,000 per location.

In Mitchell, the local BONA

a snow day near the beginning of the course she showed a clip from Dragon's Den which profiled two entrepreneurs, a brother and sister team about the business Roo & You that earned \$3 million in revenue in a 72-hour span on their foam furniture product geared to children. Helen Smith is the founder and CEO and her brother Rozin Abbas is in charge of marketing. Based out of Corunna, outside Sarnia, on a whim Mallinson reached out to them and asked if they could speak to her class.

Abbas did just that in early March.

But then it went even further.

Abbas, who has a background in digital marketing and who Mallinson calls "a dynamic, young, intelligent, gifted entrepreneur," was asked if he would also speak to Mallinson's marketing class at Goderich DCVI as well and he enthusiastically said he would, opening the door to a relationship that has carried on.

Mallinson also asked him if he would be willing to act as a guest judge for the Entrepreneurship



Mitchell District High School teacher Melanie Mallinson recently presented business entrepreneurial studies students Evan O'Rourke (left), Libby Jubinville and Kate Drost with \$100 prizes they won through a class project for entrepreneurship at the tail end of the last school year. Jubinville holds a painting of the Roo & You logo she created, the business that assisted with the project and provided the funds for the winners.

Business Plans presentation in June where each student completes a detailed business plan complete with an executive summary, marketing, operations, financial and strategic growth plans. The students present their plans to each other and the class votes for the top three. Again, he agreed. But this time, upon hearing about this second virtual opportunity, Smith decided to be a guest judge as well and to round it out to three,

another of their top executives, Ian Robbins, joined the class virtually as well.

The 'judges' - just like they would on Dragon's Den - listened to a short pitch from each student and then they were allowed to ask questions.

Eventually, Kate Drost, a Grade 10 student taking the Grade 11 course, earned the title of top business plan as she developed 'Swim With Kate', a business that offered private

swimming lessons in your pool.

Rounding out the top three were Libby Jubinville, who created Paint-A-Pet where customers submit a photo of their pet and she paints it on a variety of mediums; and from Evan O'Rourke, who created Evan's Excellent, an elite soccer and after-care summer camp.

Mallinson said Drost received a huge chocolate bar and "bragging rights", while O'Rourke and Jubinville received medium-sized chocolates.

But the story continues.

After the judging was complete, Mallinson said later that night she received an email from Abbas saying that the trio were so impressed with the three teenagers that they wanted to "sow entrepreneurial seed" into these young people, giving them each \$100. Mallinson made that presentation before this school year even began, on Aug. 29, as she is not returning to MDHS this semester but is teaching in Exeter and Goderich instead.

Not only that, and perhaps the icing on the cake, was that they asked Jubinville to commission an original painting of their Roo & You mascot.

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