

# CAPITAL IDEAS

[capitalideasedmonton.com](http://capitalideasedmonton.com)

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## ON SCENE:

### What's the secret to a perfect pitch?

*Dragons' Den hopefuls share tips for enticing investors*



Karen Power, owner of Soybean Essentials, presents her line of scented candles along with dozens of other entrepreneurs at auditions for the CBC show *Dragons' Den* at the University of Alberta on Feb. 16.



"Having a credible product and being engaging. Your product needs to be something you're passionate about, but also that fills a need. You need to have sustainability and a viable business plan."  
— **Donna Gingera**, CEO of Hour-Zero school emergency program ([hour-zero.com](http://hour-zero.com))



"At the end of the day, if your product doesn't sell, the Dragons won't be interested. Your product needs to be strong."  
— **Deepti Sami**, Bollywood dance instructor at Bollywood Beats ([bollywoodbeats.org](http://bollywoodbeats.org))



"Make them laugh. Have a prototype to show so that the people you're pitching know what you're talking about. It's easier to pitch when you have something to show."  
— **Neil Parenteau**, pressure truck operator at Extreme Oil Field ([extremeoilfield.com](http://extremeoilfield.com))



"Passion, a quality product, and customer service. There needs to be potential for big growth."  
— **Karen Power**, owner of Soybean Essentials ([soybeanessentials.com](http://soybeanessentials.com))



"I feel you should break up the pitch. An introduction, a bit of humour, promote yourself, and have a great product to show."  
— **Bentley Dzogan**, construction worker



"You need to be able to stand in front of people and explain about your product clearly and have them be as enthused as you are about it."  
— **Chris Sorge** of Curved Walls Inc. ([curvedwalls.ca](http://curvedwalls.ca))



"The secret is explaining why you're doing what you're doing, not what you're doing."  
— **Brandi Leifso**, CEO of Karmaface Cosmetics ([karmaface.com](http://karmaface.com))

Top presenters will head to Toronto to pitch their ideas to the Dragons for the show's next season. Clockwise from top: Two models show off Monjeloco's "lift and tuck" jeans; Neil Parenteau shows the pipe handle he invented; Deepti Sami and her dancers strike a pose before presenting Bollyrobics to the judges.



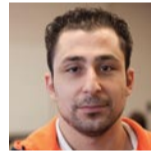
"It needs to be short, power-packed, and to the point to capture their attention."  
— **Charlene Mechalchuk** of Virtual Parking Manager ([virtualparkingmanager.com](http://virtualparkingmanager.com))



"The secret is to have a unique idea, make it fun, and to have confidence in your product. Believe your product is awesome and present it that way."  
— **Nora Furber**, owner of Monjeloco Jeans ([jeansmonjeloco.com](http://jeansmonjeloco.com))



"You have to keep the attention of the person you're pitching to. You have to make sure you're sincere and know what you're talking about."  
— **Alan Ralph** of ASR Manufacturing ([fightconditioning.ca](http://fightconditioning.ca))



"Having confidence, going in there and knowing what you're talking about. Being confident with your idea and what you have to offer."  
— **Said Fayad**, entrepreneur ([fortmcmurraypizza.com](http://fortmcmurraypizza.com))



"The secret to a good pitch is to wow a person with your vision, and to see beyond where you are now. Focus on where you want to be."  
— **Jasmine Carter**, managing director of Flash Lashes ([flashlashes.org](http://flashlashes.org))



"You have to know your numbers, and you have to be confident, know your product, and if you're passionate about it, people will want to get involved with you."  
— **Dorothy Briggs**, publisher of Womanition Magazine ([womanition.com](http://womanition.com))



"Try to stay relaxed. Having a good and innovative product helps. You also want to show them how your product can make money."  
— **Nick Siegenthaler**, president of Greenfield Fertilizer ([greenfield-fertilizer.com](http://greenfield-fertilizer.com))



"Being at ease with your product, knowing your product inside out, going in there with absolute enthusiasm and believing in what you have."  
— **Belinda Fuchs**, owner of Twisted Truffle ([twistedtruffle.ca](http://twistedtruffle.ca))



"Being yourself, knowing your product, having passion about your product, and knowing that customers will benefit from it."  
— **Cindy Clarke**, The Clay Teacher ([funclayprojects.com](http://funclayprojects.com))



Read more thoughts from **Dan Mechalchuk** of Virtual Parking Manager, **Stu Mills** of Carmax Consulting, **Gary Hamilton** of ASR Manufacturing, **Ari Hoeksema** of Home Water Systems, **Patrick Milroy** of Magic Key Assisted Technology, **Ron Yakimishyn** of Peter The Positive Panda, inventor **Dick Bindle**, boilermaker **Adel Elseri** and student **Terri Kokotilo** at [capitalideasedmonton.com/news](http://capitalideasedmonton.com/news).

## UPCOMING:

Answer our questions and you could see yourself in print. Watch for **Brittney Le Blanc** or **Vickie Laliotis** of Capital Ideas at these events:

FEB  
**21**

### Technology Alberta Launch

Top Alberta entrepreneurs and venture capitalists talk about success and funding.  
When: 1 p.m. to 5 p.m.  
Where: AITF Auditorium, 250 Karl Clark Rd. Edmonton Research Park  
Admission: \$10. Register at [ab-bestt.ca](http://ab-bestt.ca)

MAR  
**02**

### Start Up Mamas

Entrepreneurial moms, including keynote speaker Kim Gluckie of MPowered Marketing, offer tips and inspiration.  
When: 10 a.m. to 2 p.m.  
Where: Royal Glenora Club (11160 River Valley Rd.)  
Admission: Varies. Register at [startupmamas.eventbrite.com](http://startupmamas.eventbrite.com)

MAR  
**20**

### Capital Ideas

Hear three Edmonton entrepreneurs talk about hiring and keeping great employees.  
When: Noon to 1 p.m.  
Where: Edmonton Journal (10006 101 St.)  
Admission: Free. Register at [capitalideas15.eventbrite.com](http://capitalideas15.eventbrite.com)

Organizing an event that Capital Ideas should attend? Contact us at [hello@capitalideasedmonton.com](mailto:hello@capitalideasedmonton.com)

## CAPITAL QUESTION:

### What's the secret to attracting great employees?



"Create an environment that people want to be part of, offer competitive wages and have an open platform where people feel valued, trusted and appreciated."  
— **Krystal Gray**, business manager at Boston Pizza's northern Alberta regional office ([bostonpizza.com](http://bostonpizza.com))



"Figure out what your value proposition is, and really understand what you bring to your employees as an organization."  
— **Sara Tharakan**, owner of Strategic HR Services ([strategichrservices.com](http://strategichrservices.com))



"Employee referrals are great; we find that good people know good people, which is one way we try to attract great employees."  
— **Jennifer Perry**, human resource manager for Sonepar Canada ([soneparcanada.com](http://soneparcanada.com))



"What's worked well for us is marketing the position with what we're really looking for as well as what we are not looking for."  
— **Gordon McCallum**, president at First Foundation Inc. ([firstfoundation.ca](http://firstfoundation.ca))



"You need to offer competitive salaries at fair market value, and show your employees that there is opportunity for them to grow and develop personally and professionally."  
— **Mathew Bigelow**, branch manager at Dynamex ([dynamex.com](http://dynamex.com))

For more answers gathered at Solving Workforce Challenges, a Chamber of Commerce event on Feb. 12, visit [capitalideasedmonton.com/news](http://capitalideasedmonton.com/news). You'll find insights from **Lisa Macdonald** of Rolling Mix Concrete, **Enayat Aminzadah** of Community Learning Network, **Heather McMillan** of National Home Warranty, **Juvy Santos** of Super 8 Hotel Edmonton South, **Carlie Succato** of the Bredin Centre for Learning, **Paula Graham** of Dynamex, **Robert Claxton** of Shippers Supply, **Matt Fraser** of SilverBerg Group, **Bev Therrien** of Productivity Alberta and **Jonathan Huckabay** of the Alberta Liberal party.

Find out more about the Chamber's March 11 event at [edmontonchamber.com](http://edmontonchamber.com).

## CAPITAL IDEAS

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