

'Dragons' Breathe Cash Fire Storm



From infancy to death... Ideas came from all over the spectrum at last Wednesday's first ever Dragons' Den Meaford event in front of a packed house at Meaford Hall. It was also a very lucrative evening for more than a few of the seven contestants who pitched their business ideas for the Municipality of Meaford to a panel of five local Dragons.

The big winner of the evening was Meaford's own Meredith Cowan for her proposed locally made product, "Meredith's Ginger Syrup". Cowan walked away with \$2,750 in Dragon money, an additional \$1,500 from Dragon Gary Bochna who decided to go over and above his amount committed to the event, a 10,000-dollar interest free loan for three years from RBA Financial (Todd Campbell), and a free membership to the Meaford & District Chamber of Commerce courtesy of Dragon Barbara Kay.

Tanya Vesely, also from Meaford, received 1,000 Dragon dollars with a \$500 over and above contribution from Todd Campbell. Vesely proposed a retail venture, "The Travellin' Scrapper", dedicated to selling supplies and teaching the art of scrap booking.

Another Meaford resident, Chantelle Boyes, was also a 1,000-dollar recipient for her "Down to Earth Daycare", a childcare facility that will be eco-friendly. Boyes was also awarded complimentary bookkeeping for one year from Campbell's business, RBA Financial.

Meaford's Jim Fewster received \$250 for his proposed manufacturing company that would replicate natural rocks from molds, "Authentic Reflections Rock Décor".

Thornbury's Kim Giffen did not receive any of the committed Dragon money for her "Meals in Minutes!" concept. Though she did secure \$500 of over and above spending from Dragon Gary Bochna and Todd Campbell agreed to pay for a bike that could be used for her green- friendly meal delivery service aimed at singles, empty nester couples and seniors.

The top three cash winners also walked away with a free business bank account from Scotiabank, business plan assistance and mentoring package courtesy of the Business Enterprise Centre, an online advertising package from mycollingwood.ca, and a ShopMeaford.com marketing campaign.

Presented by the Meaford & District Chamber of Commerce, Dragons' Den Meaford was modeled after the popular CBC TV show. The event was created in accordance with the four pillars of Meaford's new Economic Development Strategy... Retail, Agribusiness, Tourism and Green.