

# PRCC Youth Entrepreneur CHALLENGE

## Program Guide

Congratulations on participating in the PRCC Youth Entrepreneur Challenge!

Simply taking the initiative to participate in the PRCC Youth Entrepreneur Challenge shows your commitment to your business. We want you to be as successful as possible on Pitch Day and the way to do that is to be as prepared as possible. After all, who couldn't use a \$500 cash prize to spend on their business or whatever else they want!

## Pitch Day Details

**Date:** Thursday May 14, 2026

**Time:** Pitches will start at 7 pm sharp. Please arrive no later than 6:30 pm.

**Place:** Location to be determined

Each student entrepreneur will have four (4) minutes to pitch their business idea/product/service to a panel of Chamber-member judges. The judges will then have an opportunity to ask questions, maximum five (5) minutes. Judges will use the rubric provided to score each presentation. After all the presentations are complete, the scores will be tallied and the prizes awarded. In the days following, the results will be celebrated and shared with the community online.

## Great Prizes

**First Prize:** \$500 cash

**Second Prize:** \$250 cash

**Third Prize:** \$100 cash

## Available Supports

From April 15-30, 2026, Chamber member and business coach Mark Bernard will be offering one or more workshops to help participants with their pitches. Everyone who has registered by the April 13 deadline will be informed. Number and location of workshops will be based on how many students enter and where they live/go to school.

If you get stuck along the way, members of the Piney Regional Chamber of Commerce can provide support and answer any questions you may have. Just send us an email [hello@pineyregionalchamber.ca](mailto:hello@pineyregionalchamber.ca)



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## Steps to Success

- 1. Register for the Challenge**  
It's easy to enter. Simply complete the registration form and have your parent/guardian sign the photo/video release at the bottom of the registration form. Email it back to [hello@pineyregionalchamber.ca](mailto:hello@pineyregionalchamber.ca) by April 13.
- 2. Attend the Workshop**  
All students who register for the Youth Entrepreneur Challenge by April 13 will be invited to a 2-hour workshop lead by Mark Bernard, a Chamber member who is also an enthusiastic business and leadership coach. Come prepared to learn about how to present your business to the judges. Get a competitive advantage by asking lots of questions.
- 3. Develop Your Business Pitch**  
You will have a maximum of **4 minutes** to pitch your idea/product/service. This will be timed! Make sure you are concise as you will be cut off after 4 minutes. Practice in front of your friends or family.
- 4. Presentation Materials**  
If you have a digital presentation you would like to share, email it to [hello@pineyregionalchamber.ca](mailto:hello@pineyregionalchamber.ca) by noon on May 13, the day before the Challenge. It will be ready when it's your time to present. If you have any prototypes or mock-ups you'd like to use, you're welcome to bring them with you on Pitch Day.
- 5. Invite Your Supporters**  
This event is open to the public, so invite your family and friends to cheer you on and support (location to be determined) .
- 6. Have fun!**  
This is a great opportunity to present your business idea in front of your friends and family, and a group of supportive local business owners who want to see you succeed. And you could win up to \$500 cash!

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## What should be included in your pitch?

What is the business story? This can include who you are, why you came up with the business idea/product/service, what problem your business solves, why customers will want your idea/product/service, how your idea/product/service stands out against your competition. Why are you passionate about your business?

How does your idea/product/service work in real life (or how do you envision it working if it's not yet developed)? Don't forget to include real life success stories if you have them.

How does your business make money? How much does your product cost to make? How much does your service cost to provide? How much does your product/service sell for? How much profit are you making? Make sure to factor in your start up costs.

## Pitch Tips

### **Pitch Tip #1: Know your product inside out**

The judges will ask probing questions about every aspect of your product or service, so ensure you know every detail inside out.

### **Pitch Tip #2: Understand your market**

It is crucial to thoroughly understand your target market, including who your customers are and how much they are willing to pay for your product or service. The judges will want to know if there is enough demand for your product or service to make it profitable.

- a. Who is your competition? What makes your idea/product/service better than your competition?
- b. Does your idea/product/service have the capacity for growth?
- c. If your product/service is already on the market, who has been buying it, and how much have you sold?
- d. If still an idea, do have any buyers interested in buying your product/service once completed?

### **Pitch tip #3: Bring something tangible**

Visuals such as prototypes or mockups bring pitches alive while also giving judges something tangible they can interact with. Also, adding stories or anecdotes about products or services adds emotional appeal. Besides the product or idea you're presenting, don't forget that a key ingredient you're putting on the table is yourself!

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## **Pitch tip #4: Know your numbers**

What makes your business worthwhile? What are your monthly/annual profit goals after expenses? What are you hoping to achieve with your business?

## **Pitch tip #5: Practice your pitch**

Once you have all of this information ready, it is time to practice your pitch. Make sure that it concisely explains why you believe in your product or service and why the judges should too. Remember the judges will be trying to determine which business idea will win one of three cash prizes. And you only have four minutes!

- Avoid jargon. Don't feel the need to fill your pitch with industry buzzwords that don't mean anything. Don't assume that judges will know all the terminology about your area of business.
- Don't over-explain yourself or include details that aren't significant or relevant.
- Pitch yourself with confidence – but don't get cocky. Make sure you sound confident, enthusiastic, and genuine.

## **Pitch tip #6: Demonstrate your passion and commitment**

Show the judges how passionate you are about your business and what success means to you. Graciously accept feedback and suggestions from the judges – they are also business owners who have years of experience that can help you build your business. Everyone wants this to be a valuable learning and mentorship experience.

**And most of all: Have fun!**