



DISTRICT CELEBRATES YOUNG ENTREPRENEURS

June 16, 2023

Kelowna, BC – Out of over 130 student teams, four teams of young entrepreneurs emerged last night to share in \$6000 in cash prizes at the 2023 iGen Challenge. The Innovation Generation Challenge (iGen) showcases student entrepreneurs from across the school district, and the final eight teams presented their business acumen downtown at the Innovation Center last night.

In the end, judges added a fourth-place winner due to the high quality of all the presentations and emerging businesses. The winners were:

1st Place (\$3000) – Multi-Pliers, Tyson Caul & Jared Gregor, Okanagan Mission Secondary (OKM)

2nd Place (\$2000) – Creator Castle, Noah Garcia (OKM)

3rd Place (\$1000) – Paws & Play, Ben Ramsey & Everett Boutcher (George Elliot Secondary)

4th Place (\$500) – Gutter Guys, Kylan Urban & David Ross (Mount Boucherie Secondary)

It was another year of fantastic entrepreneurial competition, and while the following four teams did not place in the top spots, they deserve recognition for their hard work and outstanding presentations: Meghan Bakay (OKM), Kate Priebe & Joe Vandenberg (Rutland Senior), Lian Buella (MBSS) and Mahik Toora (RSS).

Central Okanagan Public Schools extends thanks to the following VIPs who participated in the 2023 iGen Finale: Kevin Kaardal (Superintendent of Schools/CEO), Krista Mallory, Dallas Chelick, Richard Takai, and Michelle Webber. The District is also grateful to the many staff who mentored the best entrepreneurial minds for the 2023 iGen: Bennett Ford (GESS), Callie Miller (CMS), Clinton Birnie (HMS), Kelsey Hill (RMS), Kevin McDowall (MBSS), Nicole Fedkiw (OKM), Tracy Hayhurst (RMS), Travis Holmes (RSS), Tyler Jensen (RSS), Sarah Wood (Career Programs) and Natalie Levinsen (Career Programs).

By all accounts, iGen 2023 was the best competition to date and a fantastic celebration of the Central Okanagan Public Schools' ardent commitment to student's entrepreneurial development.

Brief summaries of the winning business ideas are on the following page. The student pitches from last night's event can also be [viewed on YouTube](#).

For comments, please contact:

Kevin Kaardal, Superintendent of Schools/CEO, 250-470-3256



Multi-Pliers - Tyson Caul & Jared Gregor

Pliers with interchangeable jaws. The handles/hinge (the 'base') will be sold in a pack with one set of jaws (probably the common short pliers). Other jaw sets will be sold separately. This allows for replacement and is more cost effective than selling all the jaws in one set.

Creator Castle - Noah Garcia

A social media page and website that can teach influencers, creators, live streamers & small businesses how to grow their brand / business. Includes how to start posting and growing your brand, negotiate with sponsors and organizations as well as the ins and outs of audience retention.

Paws & Play - Ben Ramsey & Everett Boucher

A gamified tool for managing your child's screen time.

Gutter Guys - Kylan Urban & David Ross

Clean household and business gutters and windows throughout West Kelowna.