



**News Release**

**For Immediate Release**

**December 9, 2020**

**Women in Business New Brunswick (WBNB) announces the winners of first Start Up Competition**

**New Brunswick** – The winners of Women in Business New Brunswick’s first provincial Start Up Competition were recently announced. The Competition was held in partnership with CCNB on November 30<sup>th</sup> and was part of the International W-Power project which was held on the same day in multiple locations throughout Finland and Sweden.

The competition highlighted some of the incredible women entrepreneurs from across the Province. The goal was to focus on developing an entrepreneurial mindset while providing group training workshops on subjects such as; Pricing, Buyer Persona and Making the Perfect Pitch, over a seven-week period. The participants benefited from personalized guidance as well as a one-hour consultation with a consultant.

“Due to the overwhelming interest in the competition, we decided to modify our target number of 15 participants and provide the opportunity for two cohorts to participate. We received a total of 34 applications,” said Katherine Lanteigne, Director of WBNB.

“We are thrilled with the success of our first Start Up Competition! These aspiring and current women entrepreneurs are very inspiring. Their talent, knowledge, skills and work ethic will lead them to new and exciting opportunities. We are extremely fortunate to have such amazing, women led businesses in our Province that offer unique and innovative products and services,” said Jana Allain Boudreau, Development Officer for Start Up with WBNB.

A panel of five judges, including New Brunswick women entrepreneurs chose the following winners:

- Taking home the first-place prize of \$2,000 plus a 12-hour one-on-one virtual training with the consultant firm DirecSys Inc. is Elena Andreea Conicescu of Tib’s Cosmetics in Saint Quentin. <https://tibscosmetics.com/>
- The second-place prize of \$1,000 was awarded to the team of Amy Andrews, Bridget McCloskey and David Itoafa of Life Track Safety Systems Ltd. in Fredericton <https://lifetracksafety.com/>
- The student prize of \$500 sponsored by Club BizNess went to the team of Ornella Ntchalle, Kodjo Martin Aziakpor and Natasha Comeau of Crew Labs from Bathurst.

For more information about Women in Business New Brunswick, please visit our website at [www.wbnb-fanb.ca](http://www.wbnb-fanb.ca)

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