



**News Release**

**For Immediate Release**

**December 7, 2021**

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

**New Brunswick** – The winners of Women in Business New Brunswick’s provincial Start Up Competition were recently announced. The Competition was held in partnership with CCNB on December 2<sup>nd</sup> and was part of the International W-Power project.

The competition focused 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.

“A total of 29 participants were accepted into the competition with a final number of 22 participants presenting during the final pitch. This year, we opened the event up to the public therefore, allowing everyone the opportunity to attend and be part of the final pitch portion of the competition.” said Katherine Lanteigne, Director of WBNB.

“It was my extreme pleasure to work with and support the amazing women participating in the Start Up Competition. It is inspiring to see these aspiring and current women entrepreneurs further develop their entrepreneurial mindset, gain new knowledge and expand their networks.” said Jana Allain Boudreau, Development Officer for Start Up with WBNB.

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

- Taking home the first-place prize of \$2,000 Julia Mallet with her idea of Éco-chalets in the Acadian Peninsula
- The second-place prize of \$1,000 was awarded to Emma Thériault of D.A.S. Concrete Countertops Inc. in Dieppe <https://www.dasconcrete.com>
- The student prize of \$500 sponsored by Club BizNess went to the team of Rébecca Lavigne and Pecos Neutchawo of Agri-Network 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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