

Media Release – Richard Ivey School of Business, The University of Western Ontario

CBC's Dragon's Den has Strong Ivey and Western Connection: Ivey Business Student and Western Engineering Grad to Compete for Start-up Capital

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London, Ontario – How good does your business idea have to be to get five wealthy investors to back it? Starting tomorrow evening find out if Ivey student Kevin Makowchik and Western Engineering graduate Jennifer MacDonald have what it takes. The two are among 90 hopefuls making pitches on the new CBC TV reality show *Dragon's Den*.

Dragon's Den premieres October 4th at 8 p.m. and gives budding entrepreneurs the opportunity to pitch their money making schemes to five wealthy investors in hopes of getting them to part with cold, hard cash. Each Wednesday contestants from across Canada will do their best to convince The Dragons to lay their money on the line for the most fascinating ideas.

Kevin Makowchik is among the youngest to make it as a contestant and will be well prepared to compete with one year of Ivey's honours undergraduate business program behind him. He has invented a key-chain that helps prevent drunk driving. The device, developed with the help of MADD Canada, can be programmed with the owner's personal information and the amount of alcohol consumed to estimate the person's blood alcohol over a period of time.

Western Engineering graduate Jennifer MacDonald is President, CenaBal Gourmet Organics. She has used her engineering skills to develop a proprietary process which limits heat, light and oxygen during the production of an innovative line of omega-3 rich, Certified Organic, gourmet foods. Combining a love of organic, unprocessed food with a passion for cooking and her background in engineering, MacDonald started a unique organic gourmet food manufacturing company, CenaBal Gourmet Organics. CenaBal products are made in Canada with primarily Canadian ingredients.

The panel of 5 Dragon judges includes Ivey grad and Advisory Board member Kevin O'Leary (MBA'80).

O'Leary co-founded SoftKey Software Products in Toronto in 1983. In early May 1999, three years after changing its name to The Learning Company, The Mattel Toy Company acquired the company for \$3.7 billion. Today O'Leary is a Managing Partner in Boston based NorthCoast Capital LLC and co-hosts SqueezePlay on Report on Business Television, Canada's national business television specialty channel.

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