

DISCOVERY FOUNDATION'S

DISCOVER YOUR PITCH

PROGRAM REPORT

2022-23



DISCOVERY FOUNDATION'S

**DISCOVER
YOUR PITCH**



**JA
British
Columbia**

Member of
JA Canada



DISCOVER YOUR PITCH OVERVIEW



DISCOVER YOUR PITCH GIVES STUDENTS THE EXPERIENCE OF A LIFETIME

JABC was delighted to host the fifth annual Discovery Foundation's Discover your Pitch competition in Spring 2023.

Discover your Pitch (DYP) is an exclusive investor pitch competition for B.C. high school students to take their business presentation skills and knowledge to the next level. Upon successful completion of JA Be Entrepreneurial or JA Company Program, students were invited to refine their business ideas by participating in this six week program that included pitch foundation workshops and practice sessions.

JABC hosted an in-person finale where the finalists pitched to a panel of seasoned business leaders and entrepreneurs. A total of \$6,600 in cash prizes was handed out over the course of the program.

We are grateful for the support, leadership, and commitment of our partners who have made this opportunity possible.

Learn more at jabc.ca/dyp



View 2023 Discover Your Pitch Highlight Reel



"I so admire the work JA British Columbia does with youth. This amazing investment in our future leaders has been committed to empowering and shaping Canadian youth for the jobs of tomorrow, by connecting them with community leaders, and partners across the private and public sectors to help them prepare for the future of work."

- Lisa Campardo, Director, Communications, RBC

PROGRAM COMPONENTS



PITCH FOUNDATIONS

Workshop Facilitator



Craig Lovell
Business Advisor
YWCA

Students learned about the art of pitching and communicating their ideas to a business audience.

PITCH PRACTICE WITH SFU BUSINESS STUDENTS

Student teams met 1:1 with volunteers from SFU Beedie School of Business to receive constructive feedback and tailored advice on their pitches, presentation format, and communication abilities.

PRELIMINARY COMPETITION

In this learning opportunity, students presented their compelling pitches in front of a panel of judges and received direct feedback from the judges on how to refine their pitches and presentation skills.

38 students participated in the preliminary competition.

The top three teams received cash prizes.

FINAL COMPETITION

The top eight teams advanced to the finals.



FINAL COMPETITION



On May 10, 2023, eight teams from the Lower Mainland region pitched live to a panel of seasoned business leaders at the Terminal City Club in downtown Vancouver. Parents, mentors, JABC team members and JABC partners came out to watch the pitches and meet the students. The event was co-hosted by JA Alumni, Sofia Sirianni and Nicole Manhas, who also happened to be past participants of DYP.

All of the teams were outstanding and demonstrated significant growth from when they started their DYP journeys.

Judge Joel Hansen said, "It was such a pleasure to hear pitches from this inspiring group of high school founders. The future of our province is in great hands."

THE PRIZE WINNERS



Tidal Blue Technology

1st Place + Fan Favourite
\$3,000 + \$500



ReFila

2nd Place
\$1,500



FAST n FRESH

3rd Place
\$500



**[View photos
from the 2023 Final Competition](#)**



"I love the energy and innovative mindset these high school students have! They are eager to solve big problems and are not afraid of chasing big ambitions to do so!"

- Curtis Campbell, JABC Board Member



2023 JUDGES



PROVINCIAL FINAL ROUND JUDGES



Laura Cassin
Investment Associate at
Nimbus Synergies



Kirsten Sutton, ICD.D
Immediate Past Chair, Board of Directors,
Greater Vancouver Board of Trade



Joel Hansen
Head of Community at LOI:
Startup Accelerator & VC Fund
for Founders under 30

PRELIMINARY ROUND JUDGES

Alena Levitz
Lotte & John Hecht
Memorial Foundation

David Roberts
Y Tara Capital Ltd.

Joanne Chan
London Drugs

Larry Jung
CPA BC

Selena Woo
Nicola Wealth

Niki Jelstad
Prospera Credit Union

Andrea Welling
Futurpreneur Canada

David Semail
SFU Beedie School of
Business

Kelly Edmison
PenderFund Capital
Management Ltd.

David Harper
Discovery Foundation

Iain Johnstone
Clean Energy Fuels Corp.
(Retired)

Kenndal McArdle
PenderFund Capital
Management Ltd.

Russ W. Crawford
KPMG
(Retired)



The pitches were so impressive! Each of the finalists should be very proud. Thank you JA British Columbia for running a fantastic program and great event.

- Laura Cassin, DYP Judge



STUDENT OUTCOMES



As part of JABC's ongoing efforts to deliver relevant and meaningful learning experiences for youth, we surveyed students after they attended this year's program to help us continue to adjust and improve the overall learning experience.



88%

of students reported they feel more confident in public speaking.

MY PROGRAM HIGHLIGHT WAS...



- working with my peers to develop and practice our pitch together. I got to develop stronger relationships with my peers while learning more about business fundamentals.
- taking the opportunity to be mentored by SFU Mentors, who provided valuable guidance and significantly improved our presentation.
- getting so much support and feedback from many different people in the field of business. Being able to get their perspective of my pitch and presentation was extremely helpful and I learned so much during the entire program.
- listening to feedback from experienced judges on my innovation during the Discover Your Pitch Preliminary Competition. The perspectives, insight, and knowledge shares were invaluable in assisting me in enhancing my idea.

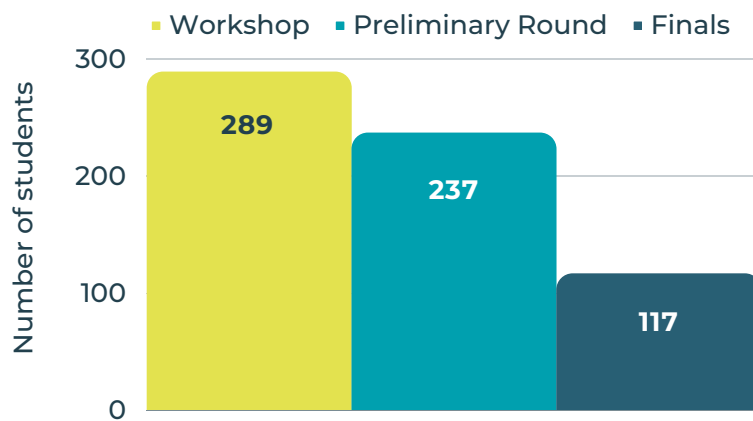


"I love participating in JABC events, sessions, and workshops; I always look forward to them and have a great time!"

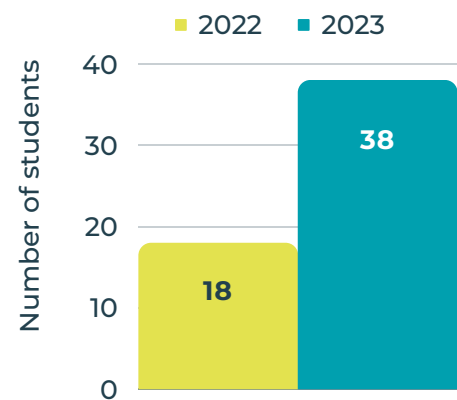
DISCOVER YOUR PITCH GROWTH



TOTAL NUMBER OF STUDENTS WHO HAVE PARTICIPATED IN DYP SINCE ITS LAUNCH IN 2019:



STUDENT GROWTH COMPARISON FROM 2022:



16 B.C. SCHOOLS

Belmont Secondary
Burnaby North Secondary
Crofton House School
Garibaldi Secondary
Handsworth Secondary
Heritage Woods Secondary
J.N. Burnett Secondary
Little Flower Academy
Lord Byng Secondary
Point Grey Secondary
R.C. Palmer Secondary
Richmond Christian School
Sir Winston Churchill Secondary
University Hill Secondary
Walnut Grove Secondary
West Vancouver Secondary



THANK YOU TO OUR PARTNERS



PRESENTING PARTNER



DISCOVERY FOUNDATION

SUPPORTING PARTNERS



APPENDIX A

FINALISTS AND THEIR COMPANIES

YouthLaunch | Presenter: Zeyus Spenta, Handsworth Secondary School, North Vancouver

YouthLaunch connects youth - the next generation of leaders - to employers, providing them with the opportunity to obtain work-readiness skills and explore areas which they are passionate about! By completing online micro-courses and developing a profile on YouthLaunch's digital platform, youth are able to demonstrate their acumen in certain fields to future employers. YouthLaunch aims to better our world by turbo-charging youth's pathway towards success!

VolunTeens | Presenters: Samson Lei, Alex Zubchenko, Elaine Zhuo, Lord Byng Secondary School, Vancouver

We are a non-profit organization that specializes in helping high school students find volunteer opportunities easily by using our app Opportunities.

BackBrella | Presenter: Christina Tian, Little Flower Academy, Vancouver

The Raincouver Umbrellas are called the BackBrella. They are a combination of an umbrella and backpack straps to wear on your back. Being focused on entrepreneurship and climate change themes, BackBrellas are Multipurpose, Eco-Friendly and Hands-Free umbrellas which are Comfortable, Durable and Sustainable to ensure a greener planet.

Eco-Dine | Presenter: Aarushi Harish, Walnut Grove Secondary School, Langley

Eco-Dine produces disposable biodegradable dinnerware which can not only be conveniently purchased but can also be easily composted. At 'Eco-Dine', we believe that the future of disposable dinnerware comes from naturally sourced products.

Chomp Co | Presenters: Maggie Huang, Sepehr Mohammadjafaryvahed, Nolen Dubuc, Heritage Woods Secondary School, Port Moody

A dog toy subscription box made with 100% eco-friendly and sustainable ingredients (coconut husk and hemp fiber). Completely safe for dogs and benefit teeth cleaning in removal of plaque. Online based company with the choice of customizations and individual purchasing available, subscription boxes are paired with local small business samples.

Tidal Blue Technology | Presenters: Simon Ing, Benjamin Zheng, Kenjamin Wang, Burnaby North Secondary School, Burnaby

Tidal Blue Technology is a clean energy company focused on providing green energy to the world. We harness the power of the ocean to fuel the future.

FAST n FRESH | Presenter: Kate Clay, Little Flower Academy, Vancouver

When you think of fast food, your mind may associate it with unhealthy greasy food that tastes good in the moment but leaves you with regret. FAST n FRESH is here to change that by providing healthier delicious options in a fast food setting. Featuring sustainable burger options, greens and our signature "Air Fries".

ReFila | Presenters: Bryan Ma, Sunny Liu, University-Hill Secondary School, Vancouver

We recycle plastic waste, such as plastic bottles, into 3D Printing filament. We will sell the filament and 3D printed objects, such as keychains, with the filament.

ABOUT JABC



JA British Columbia (JABC) is a not-for-profit impact organization that delivers hands-on, immersive education in work readiness, financial health, and entrepreneurship. Through JA, young people are equipped with the skillset and mindset to build thriving communities. Learn more at jabc.ca



JA British Columbia
#360 475 West Georgia Street
Vancouver, British Columbia,
Canada V6B 4M9 jabc.ca



Charitable Registration Number 11897 6166 RR0001