

## **BACKGROUNDER**

### **SYPE Volta Award Finalists**

#### **22Fresh**

Founded by Kip Simon, 22Fresh is recognized for their unique baseball pants and lifestyle apparel.

Based in Regina and incorporated in 2010, the 22Fresh brand began in 2008 with a product testing phase. After the phase's successful completion, a full 22Fresh product line was launched.

The company's social network and "social online shopping" presence in both Canada and the USA has helped to propel the popularity and sales of the brand. Their apparel has been sold to individuals and teams in every Canadian province, US state and five countries overseas.

They have also generated endorsement deals with dozens of professional athletes, including Major League Baseball first-round draft picks Bryce Harper and Yasmani Grandal.

Contact: Kip Simon, President and CEO

Telephone: 306-527-2739

Regina

#### **Slice Athletic Wear**

Founded, owned and operated by Denny and Toni Huyghebaert, Slice Athletic Wear offers quality, affordable, Canadian-made, Slice-brand yoga and fitness clothing.

Incorporated in 2008, the first Slice Athletic Wear store opened in Regina in March 2009. Due to the high demand for Slice brand products, a second Regina location was opened in February 2010. A successful Slice Athletic Wear franchise was launched in Swift Current in 2010 and in 2011 the duo began designing and manufacturing a clothing line exclusive to Slice.

Slice employs a total of 12 staff – four full time employees and eight part time employees.

Contact: Denny Huyghebaert, President and CEO

Telephone: 306-529-2390

Regina

## **Hello Baby**

Owned and operated by Amy and Jason Habicht, Hello Baby offers high quality, functional and fashionable baby products.

Incorporated in 2006, Hello Baby opened its doors in Regina in April 2006. Focused on building their business within Regina, around the province and throughout the country, Hello Baby launched their website – [www.hellobaby.ca](http://www.hellobaby.ca) – in November 2010.

The company currently employs three full-time staff.

Contact: Amy Habicht, President

Telephone: 306-757-2229

Regina

## **Prairie's Edge Development Corporation**

Owned by Lorraine Forster, Prairie's Edge Development Corporation (PEDC) focuses on creating unique, sustainable subdivision projects in rural Saskatchewan that provide affordable, serviced properties for the construction of recreational and retirement homes.

PEDC was incorporated in June of 2007 and operates out of Humboldt. The company's first successful project was the lakefront subdivision Water's Edge at St. Brieux. Additional Humboldt area opportunities were investigated, resulting in the Water's Edge at Lucien Lake – a new 48 lot lakefront community featuring titled, serviced properties ready for development. Additional project details, photographs, and upcoming events can be found at [www.sasklakefront.com](http://www.sasklakefront.com).

Currently, PEDC employs three individuals.

Contact: Lorraine Forster, Owner

Telephone: 306-231-4630

Humboldt

# **SYPE Volta Award Official Rules**

## **What is the SYPE Volta Award?**

The SYPE Volta Award will be awarded to the entrepreneur of the year, as chosen by you, the voters, and the SYPE selection committee.

## **Who qualifies?**

Nominees for the SYPE Volta Entrepreneurship Award should demonstrate professionalism, including: integrity, vision, drive, perseverance, and willingness to take risk.

An entrepreneur is a person who organizes, operates, and assumes the risk for a business venture. To be eligible for the Saskatchewan Young Entrepreneur of the Year Award, a nominee must:

- Be a Saskatchewan resident age 35 or under as of December 31, 2010.
- Be a founding member of the business, or bought into a business, or acquired a business.
- Be a key member of the executive team and have strategic decision making power.
- Operate a Saskatchewan-based business that has demonstrated operating success over a three month period, including sales, profitability, growth prospects, job creation, and market acceptance.
- Demonstrate a level of innovation and/or expansion through products, services, production processes, marketing strategies, or any other aspect of the business.
- Consideration will be given to entrepreneurs who are contributing to his or her community through charitable work, service clubs or through any other leadership or volunteer capabilities, including any previous awards or honours accorded to him or her.

## **When does the contest run?**

The contest runs from February 28 to March 25, 2011. Applicants must have nomination on Facebook submitted by then.

## **How are the finalists chosen?**

The judges will review the elevator pitch, the information posted on the wall of the contest, and the attached application form. The final deadline for receipt of the application form will be March 31, 2011 at 5:00 p.m.

Four Volta Entrepreneur Finalists will be selected by the Silver Spades Selection Committee by April 5, 2011.

The Selection Committee will be comprised of independent volunteers and sponsors.

The financial information will be reviewed by the Entrepreneur Foundation of Saskatchewan alone, for the purpose of this award only.

Finalists will be notified in early April and will receive confirmation. A film student from the University of Regina will then be contact to arrange a time to shoot the professional video submission.

## **When does the voting begin?**

The voting will begin May 1 and will close May 27.

**How is the winner picked?**

Judging will be weighted 50 per cent Facebook voting and 50 per cent SYPE judging panel. Once the judging has been completed the winner will be announced at the Silver Spades Awards on June 11, 2011.

**Where can I go to get more information about entrepreneurship?**

[www.sype.ca](http://www.sype.ca)