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SASKATCHEWAN INSTITUTE OF
APPLIED SCIENCE AND TECHNOLOGY

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SIAST student wins top entrepreneurship award

\$25,000 award will kick-start new business

August 12, 2009 – Réjean Lepage is making his dream of being his own boss a reality after winning the platinum award in the Venture Forward Business Plan Competition.

“The judges, one in particular, said my teachers at school should be very proud because I entered the best business plan they have ever seen in five years,” said Réjean.

His business plan for Wrench Fitness, which opens in Martensville at the end of August, took home the \$25,000 grand prize from Cameco in addition to a long list of post-competition support such as access to legal, financial, marketing and mentoring support.

Pat Thomas, one of the competition’s judges, had the opportunity to review Réjean’s business plan and attend his presentation. “Through preparing this comprehensive business plan, Réjean engaged in valuable learning about both financial as well as non-financial aspects of starting his business. As a result, Réjean’s plan was outstanding, and a reflection of his enthusiastic, entrepreneurial attitude. On behalf of the judges in the competition, we wish Réjean all the best for success in his new business venture!”

Réjean credits SIAST’s Entrepreneurship and Small Business program and his instructors for contributing to his success at the competition. “After winning the Venture Forward competition I know that my business plan would not have been anywhere near as good had it not been for the knowledge I gained while taking the program,” said Réjean. “The program is structured so well that every step of the business plan is reviewed and reviewed to make sure that you get a great end product.”

Réjean says that winning the top prize in this competition will make starting his own business easier by not only lessening the financial burden, but also by assuring him that his business plan is very solid, well researched and put together properly. “I’ve done

the market research, I know what the people in the area want and I'm ready to give that to them."

Réjean intends to make Wrench Fitness a friendly and welcoming place. There are also plans for a juice bar/lounge, training areas for local firefighters and police officers, mixed martial arts training and an outdoor workout area. He hopes the gym will attract clients from not only Martensville, but from Warman, Osler, north Saskatoon and surrounding areas.

Venture Forward is a province-wide entrepreneurship competition hosted by Global Infobrokers Inc. and the Praxis School of Entrepreneurship. It is based upon the model of the Massachusetts Institute of Technology \$100K Business Plan Competition and is open to all post-secondary students or recent post-secondary graduates in Canada who wish to establish a business in Saskatchewan.

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 13,000 students are registered in SIAST programs, which touch every sector of the economy; additionally, the organization draws almost 32,000 individual course registrations. It operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

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For more information, contact:

Ashley Cunningham, Marketing and Communications
SIAST Palliser Campus
Bus: 306-691-8299
Cell: 306-631-7928
Email: ashley.cunningham@siast.sk.ca

Information about SIAST can be found at www.goSIAST.com.