



RUTLAND DUO WINS TOP SPOT IN YOUTH START UP CHALLENGE

June 18, 2021

Kelowna, BC – The creative duo of Owen Brunt and Trent Swetlishoff (Rutland Senior Secondary) used their talent for video production to win access to Accelerate Okanagan's Entrepreneurship in Residence program, along with financial advice and legal counsel. Their business, which helps charities and non-profits compete using professional video content, took the top spot among the more than 60 student start-ups who competed in this year's Innovation Generation Challenge (iGen 2021).

"It's been said that necessity is the mother of invention and this year's cohort of iGen Challenge students proved it," said iGen Rocket Launcher, Michael W. Ross. "All of them used empathy, creativity, design thinking, and hustle to create value for customers in the Okanagan and around the world."

Ten finalist teams took part in a live pitch session to local entrepreneurs last night, with Mr. Ross and District Superintendent/CEO Kevin Kaardal making the difficult final decision on the top three.

"We teach all learners to become innovators and creative thinkers, and the iGen Challenge always demonstrates those attributes," said Kaardal. "Seeing this years' competitors and presenters fills me with hope because we see that the next generation of leaders have the empathy and skills to thrive as global citizens."

The iGen Challenge is for Grade 7-12 students who want to innovate and engage with entrepreneurship. Students gain access to mentors from local businesses to find solutions to real world problems. Students are guided through a startup process to create enterprises, find funding, build a network, and make an impact in the innovation ecosystem in the Okanagan.

The annual iGen Challenge finale was held on Zoom this year, but you can view and support all of this years' student startup at www.igc23.com. Please see the attached backgrounder for details on the winning teams and the community partnerships that make iGen possible.

For comments, please contact:

Kevin Kaardal, Superintendent of Schools/CEO, 250-470-3256



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iGen 2021 - Top 3 Teams

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LLP**



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1st Place



Owen Brunt & Trent Swetlishof - N/A Productions

Rutland Senior Secondary

In an online world where content is king, how do charities, nonprofits and small businesses create quality videos to compete? Enter Owen, Trent, and N/A Productions. Clients like the United Way, Airhouse and more endorse N/A's pro video content at a reduced cost.

NA/ Productions original filming eye combined with quality and eye-catching edits make their videos stand out from the crowd. What sealed the deal for iGen's top spot? Commitment to quality, delivering value to customers, and honest hardworking hustle.

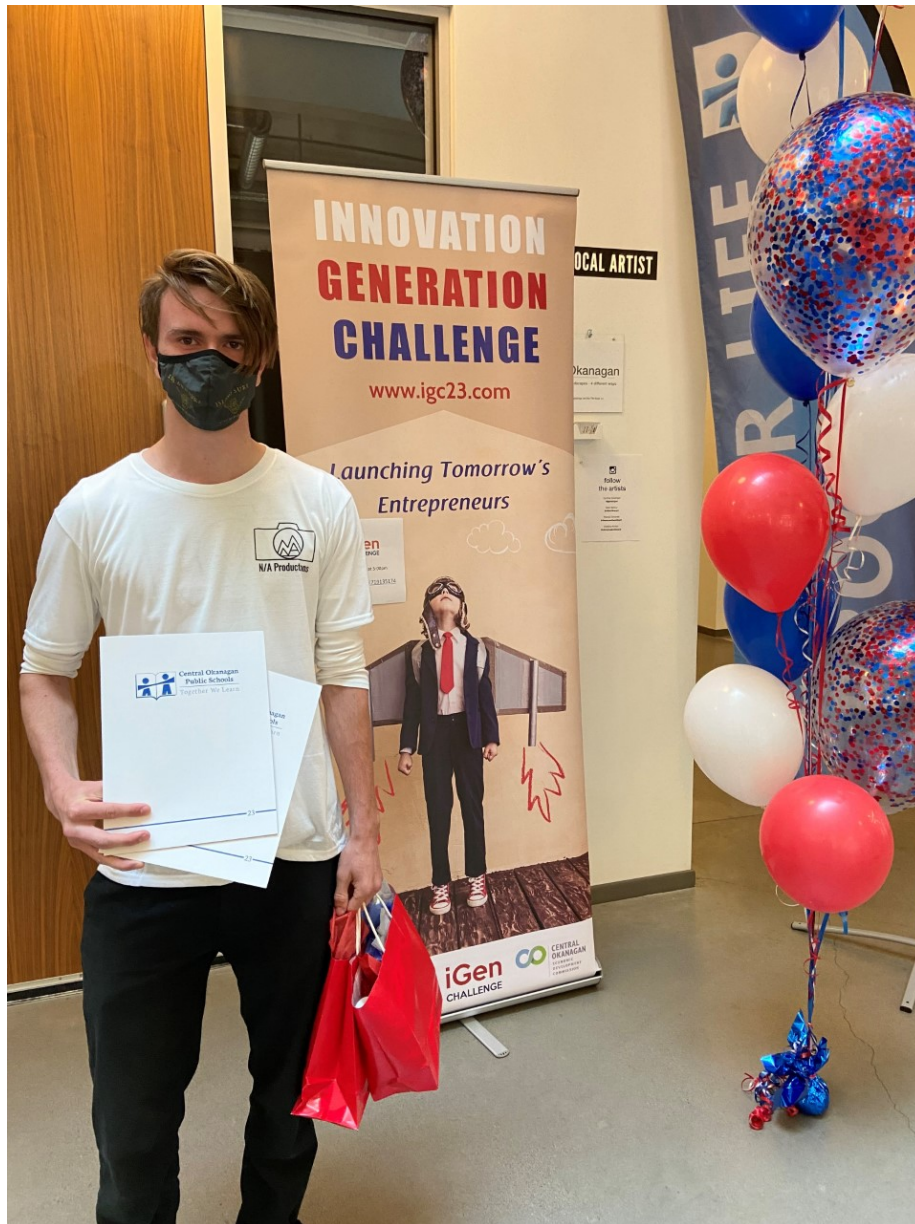
N/A Productions wins access to Accelerate Okanagan's Entrepreneurship in Residence program, finance advice from KPMG and legal counsel with Lawson Lundell.

Need video content? Reach out on instagram: @NAproductions.co or Youtube: N/A Productions



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2nd Place



Megan Vogt, Neha Bagri, & Reese Wiebe - Sagebrush Sticker Co.

Rutland Senior Secondary

Sagebrush Sticker Co. produces custom stickers with style and purpose. This trio of talented entrepreneurs make fun, sharp and quality stickers to tag your laptop, water bottle, phone case and your purchase helps local charities.

Order original stickers or choose from their ever-expanding stock online. They make perfect gifts to brighten someone's day or to cover your college dorm room fridge in style. The best part is that 25% of the sale goes directly to the charity of your choice. Stick with Sagebrush Sticker Co!

Instagram @sagebrushstickers or check out their ecommerce platform at
sagebrushstickerco.wixsite.com/my-site



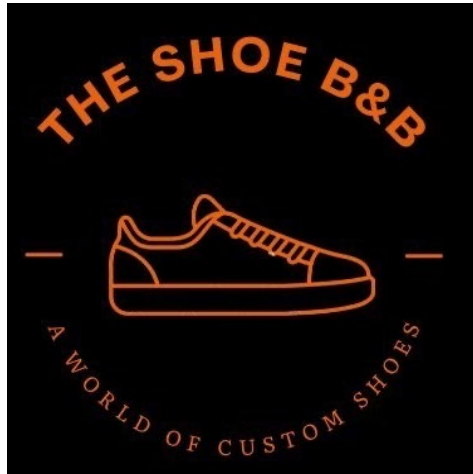
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3rd Place



Ben Herbert & Riley Kalesnikoff - The Shoe B&B

Okanagan Mission Secondary

The Shoe B&B is an online marketplace connecting local artists with customers looking for customized shoes. Ben and Riley have signed on upcoming artists that add colour, designs, graphics and more to your new custom kicks.

Still love your shoes but want a fresh look? Shoe B&B will refurbish them like new and then get custom designs added. This hard-working team is looking for more local artists to join their community, customers that want their own flare on their feet and mentorship in the retail/tech marketplace.

Reach out to **@theshoebandb** on instagram or tik tok or visit theshoebb.webstarts.com to connect to the custom shoe experts in the Central Okanagan.

See and support the 60 plus teams in this year's competition: www.igc23.com

Or reach out to Michael Ross, iGen Rocket Launcher

michael.ross@sd23.bc.ca