

MEDIA RELEASE

November 18, 2024

Hanover Announces HIPP Entrepreneur Business Pitch Competition Winners, With Over \$11,000 In Prizes Awarded!

HANOVER, ON – The HIPP (Hanover's Innovative People Program) Entrepreneur Business Plan Competition is thrilled to announce the winners of this inaugural program, declared at the awards with sponsors, contestants, judges, municipal and committee representatives' celebration event held on November 14th, 2024. Eight applications were received in total, and participants were tasked with attending a business training session, completing a business plan and creating a pitch to deliver to a panel of five judges. Judges commented on how impressed they were with all finalists and are excited to further support all in their entrepreneurial journeys.

Your 2024 HIPP Entrepreneurs are:

1. Irene Dixon of Kids Play Indoor Play Centre

Offering young families in Hanover and the surrounding area a quality family recreation centre, with imaginative role-playing environments, soft contained play structures, slides, climbing and play areas for children ages 12 months to nine years (recently opened in the Business Park District). ***Prize value received, approximately \$8,700!***

2. John Schnurr of The Alley Family Entertainment Centre

Offering bowling, arcade, climbing facility, golf simulator, food and drink. Fun for all ages in a safe and friendly environment. Hosting birthday parties, leagues, and company parties (set to open soon in the Entertainment District, or previous bowling alley location at the rear of the Food Basics Plaza). ***Prize value received, approximately \$2,300!***

3. Maksim Karasev of Craft CNC

Manufacturing benchtop CNC Milling Machines start-up. ***Prize value received, approximately \$1,700!***

The competition will be held biennially and is geared towards entrepreneurs that wish to open, purchase or re-locate a business in the Town of Hanover, and offers prize for one winner, and two finalists. Businesses that have opened in 2024 were eligible to apply.

Hanover's economic development manager, April Marshall, shared that, "All contestants are winners, and we look forward to seeing their businesses grow in the Hanover community." She added, "This competition is an element of our business attraction efforts, and we want entrepreneurs to know that Hanover embraces people with big ideas and has the programs and supports available to make their dream a reality."

Mayor Sue Paterson noted, "This event marks a significant milestone in our shared vision to cultivate a thriving environment for small businesses in our community." She added that it takes

an impressive mix of courage, determination, and leadership to step into the world of entrepreneurship, “this competition is also about the experiences gained, the connections and relationships formed, and the skills acquired along the way. These tools will not only enhance participants’ entrepreneurial journeys but will also empower their personal and professional growth.”

Prizes included: Start-Up Capital | Business Coaching | Advertising Packages | Digital Media Support | Complimentary Memberships & Services.

Thanks to our generous sponsors for their support in helping grow business in Hanover!

- ❖ Saugeen Economic Development Corporation
- ❖ Grey Business Enterprise Centre
- ❖ Get Digital Support
- ❖ RBC
- ❖ Hanover Chamber of Commerce
- ❖ Wightman
- ❖ Bounce Radio
- ❖ Blackburn Radio
- ❖ Bayshore Broadcasting

This program is designed after the successful Pitch It Minto Business Plan Competition. Thank you to the Town of Minto and Launch It Business Exploration Centre & Minto Chamber of Commerce for sharing!

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