



FOR IMMEDIATE RELEASE

ENTREPRENEURS WIN GOLD AT SAN'S DRAGONS' DEN EVENT

Windsor, Ontario – March 2, 2010 - More than 250 guests attended Softech Alliance Networks Dragons' Den Technology Competition held on Friday, February 26, 2010 at Caesars Windsor. During the one-day event, individuals from over 100 organizations gathered together to network, learn from industry leaders and share their interest for entrepreneurship. "I was impressed by the quality and number of innovators we have in our region" said Saverio Rinaldi, Chief Architect (GMAC Account) from HP Enterprise Services.

The day included CEOs, millionaires and giants speaking on leveraging yourself, your community and your resources. A panel provided a wealth of information from local experts on Marketing, Management, Raising Capital, and Government Funding Sources. There were numerous networking opportunities for every entrepreneur in attendance and even a mini Dragons' Den competition.

"This annual event is an opportunity for entrepreneurs throughout Windsor Essex Kent to get visibility to the individuals that can help bring their product to market and for small to medium sized business an opportunity to network, to promote their own organization, form partnerships as well as learn about innovative technologies that can help move them to the next level...we have accomplished all of this today!" said Theo Rallis, Executive Director of SAN.

Arlene Dickinson, CEO of Venture Communications and Judge on CBC's hit TV show Dragons' Den, shared with the audience some of the secrets of her success, her incredible story and drove home the key fact that the journey to success is as important as the actual destination itself. She emphasized that what appears to be challenges to an entrepreneur can in fact become some of their best opportunities. For her attending the event, "It was really motivating to me to hear from the technology innovators in the room. Not an easy task to rebuild an economy, but the Windsor area is doing it." said Dickinson. The day ended with an educational presentation from Google's Enterprise Account Manager John MacDonald. Guests learned the value of Cloud Computing and how any organization can leverage its capabilities to reduce costs and streamline operations. "I can't understand why organizations continue to pay for hosting and email when they can get it for free!" said MacDonald.

Overall, the conclusion of the speakers left guests well satisfied and more importantly, left them with a warm feeling of optimism and motivation. One attendee noted "When I heard the speakers, I realized that Windsor must STOP being so modest – we have SO much going for us!"

From the Dragons' Den Technology Competition, Tim Treleven – manufacturer of a light-weight, solar-powered portable camper won the event along with earning \$10,000 of in-kind services from KPMG and Generator Designs. “Having had this opportunity has enlightened me on how I must now move forward with my product.” said Treleven after the competition.

“I received calls this weekend from individuals who saw my presentation and were interested in helping me build and grow my business. These calls may turn out to be the great opportunity that my company needs”, said Tim Wilson from Bon Jovan another Dragons' Den competitor.

This event is but only the beginning for SAN as they continue their momentum in building and growing a stronger Technology community here in Windsor-Essex-Kent. “The growing of technology in this region doesn't happen overnight and it can't happen with only one organization. It happens when every technology centric company and entrepreneur work together for the economic prosperity of everyone as a whole”, said Rallis.

About SAN

SAN is Windsor-Essex's Technology Accelerator; an industry-led non-profit organization focused on driving the growth and success of Windsor Essex's technology centric companies and entrepreneurs through leadership, connections and promotion. SAN strives to identify, find solutions and foster the development of the technology industry in Windsor Essex by engaging companies in the tech and ICT sector, as well as companies who utilize technology.

To learn more about SAN and upcoming events, please visit www.softechalliance.ca