

# Business Plan Contest

"Helping your business Start and Grow"

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## Meet the Winners



James Shearer of Peragro Media, Cybele Negris of Webnames.ca

### 1st Place - Start-Up Category Peragro Media

**Location:** North Vancouver  
**Biz stage:** New - Since 2007  
 Peragro Media Inc, a media and publishing business, operates Canada's largest on-line travel guide, *Trail Canada* and a website dedicated to Canadian events and entertainment, *Canada Events*.

#### Judges comments:

- Strong and experienced management team established in the e-commerce sector . Already getting 2.1 million visitors in a year and 15,000 registered members and 10,000 newsletter subscribers - Motivated to attract more financing and build contacts and partnerships with Whistler Olympics, government and private organizations
- Good market research and understands opportunity to diversify revenue streams through commissions on hotel/car rentals
- Strong financials and potential revenue generation

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