

# Can they fire up the Dragons? Innovative locals pitch ideas at Burlington Dragon's Den auditions

Danielle Wong, Hamilton Spectator  
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.... This is the second year the auditions have been held in Burlington, said producer Molly Duignan.

"We're looking for that magic combination of innovation meets personality meets passion. And, you know, first and foremost it's a television show, so it needs to be something we haven't seen before," she said. "We're very much looking for passion. If you can't sell it to me how are you going to sell it to the dragons?"

She encouraged anyone with a business idea to try out. "It's a really unique chance to showcase something in a way — where else in Canada can three million people see your product?"



## MAKING A PITCH

Jordie and Tyler Schwartz made their pitch to Dragon's Den producers in Burlington Saturday. They run a mail order company that sells Christmas movie memorabilia, including the famous leg lamp from A Christmas Story.

## **Other interesting pitches:**

**Name:** Tyler and Jordie Schwartz

**Ages:** 35 and 28

**Hometown:** Oakville

**Pitch:** Retrofestive.ca, an online seller of quirky Christmas movie memorabilia from cult classics, such as the leg lamps seen on A Christmas Story and the moose mugs from National Lampoon's Christmas Vacation

**Inspiration:** The couple filmed a documentary about the making of A Christmas Story in St. Catharines and came across props and costumes from the set, which they donated to a museum dedicated to the movie in Cleveland

**Revenue:** Last year, sales were more than \$100,000 in three months

**Asking the Dragon's Den for:** \$60,000 to expand and open kiosks in malls