

NEWS RELEASE.

Wilfrid Laurier University



Business students place first in national entrepreneurship contest

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WATERLOO, Ontario - It's two more firsts for Wilfrid Laurier University business students.

Four students have captured first place at the ninth annual Queen's University National Entrepreneurs Competition held last week in Kingston, Ontario. The win also marks the first time that Laurier students have won the national competition, which in past years, has been dominated by larger universities. The team earned a place in the competition based on a written proposal that was submitted in January.

The second year business students: **Leslie Berger; Stephanie McIver; Joe Thompson; and Reagan Ruslim**, competed against eight other teams from across Canada dressed in the product that forms the basis for their idea—tuxedos.

Called Custom Fit, the students outlined a venture that brings formal wear, including the fitting and rental, directly to the customer's location.

"It was a challenging competition and we learned a great deal," Reagan Ruslim, team spokesperson said. Ruslim explained the competition included a written proposal, a half-hour presentation and a series of questions from the judges. He noted the assistance given by Laurier business faculty Barbara Rice and Ian McKillop helped give them an edge. "The win has given us the confidence to go ahead with the business," he said.

According to Rice, competitions like this help give students a taste of real-world business.

"These students have applied the skills they have learned in the classroom and have discovered the education they receive at Laurier is very applicable to the real world," Rice said.