



# Caribou Contests

## Contact

Professor Thomas Wolf | 905 688 5550 | twolf@brocku.ca

## Business Summary

Caribou Contests holds online mathematics contests in English and French six times a year, currently open to grade 3-12 students from Canada and the USA for a one-time payment per child per year.

## The Opportunity

Parents seek an enrichment of the mathematics education of their children at school.

## The solution

To make mathematics interesting to young students. The natural way to get kids interested is to hold competitions.

## Revenue Model

- All grade 3/4 contests are free for the whole school year.
- The first contest of all other grade levels in October of each school year is free.
- All previous contest questions can be practised 24/7 for free.
- All mathematical games can be played and practised 24/7 for free.
- Certificates of participation and merit can freely be downloaded for each contest.
- At the end of the Caribou Cup (i.e. school year) prizes in total of \$1,500 are given.
- Grade 5/6, 7/8, 9/10, 11/12 students pay \$10 once for the whole school year to participate in the Caribou Cup counting the best 5 out of the 6 contests in each age group.

## Target Market

All youth grade 3-12 at all types of schools including home schooling children from Canada and the US.

## Competitive Advantage

Our contest is the only one that

- is held online with full results available on the evening of the contest day,
- is held multiple times per year,
- takes advantage of its online nature by including interactive mathematical games as contest questions,
- is a fair contest as it is held at schools or libraries, not at home,
- has all previous contest questions available 24/7 as practise tests.



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## **Milestones for the next year**

- Feb 2009: first contest grade 3/4 (Niagara wide) with 600 participants
- 2009/10: 6 contests Ontario wide for grades 3/4
- 2010/11: 6 contests days Ontario wide each for 3 grade levels 3/4, 5/6, 7/8
- 2011/12: as in previous year but now Canada wide and for the first time with interactive questions and for the first time with video solutions
- 2012/13: for the first time with a charge (before free) and for the first time open to the US and for two more grade levels 9/10 and 11/12