

# Dragons Pull Rug Out From Under Entrepreneurs

By Reece Sellin, Over Easy Please     March 14, 2011

Last Monday saw Edmontonian entrepreneurs Terry Syvenky and Richard Korbyl appear on CBC's television program, Dragon's Den, pitching their gag-gift product, the RUGged Man ®. The entrepreneurs had hoped that at least one of the five ventural capitalist "dragons" would invest \$50,000 for a 40% stake in their burgeoning venture.

Unfortunately for the entrepreneurs, it appears the panel was more interested in funding "moomoo" bars (which saw a commitment of capital from Boston Pizza owner Jim Treiving) than the latest in hair replacement technology. In fact, the pair experienced a bit of a twist — which seems to be a possible first on the show — with bald "dragon" Kevin O'Leary requesting \$50,000 plus royalties from the entrepreneurs in exchange for his celebrity endorsement of the product. Despite the lack of "dragon" funding, it appears that the entrepreneurs will continue to manufacture and market their product. OEP certainly wishes them the best!