

Local Entrepreneur Survives the Dragons' Den

Janet Cockburn faces the Dragons—and survives!

Janac Sportswear is the brainchild of breast cancer survivor Janet Cockburn. Janet recently faced the dragons on [CBC TV's "Dragons' Den,"](#) and emerged victorious.

After having breast surgery, Janet had difficulty finding a good sportsbra that allowed her to feel comfortable and looked natural with her regular prosthesis. She got to work on developing a perfect solution.

The Janac Sportswear helps women with altered or removed breasts look and feel the way they did before their surgery. Combined with their prosthetic device, the Been-a-boob, the Janac Sportsbra and the new Bra-Tank, allows women all over the world to do any exercise with confidence, and only they will know that they are wearing a prosthesis. The Been-a-Boob can also be worn in regular mastectomy bras as well as in swimsuits.

Janet's business has been steadily growing since she started up in 2004. Her business experienced a recent surge after Janet appeared on CBC TV's "Dragons' Den" on November 5, 2007.

"I was nervous when I first went in front of the Dragons, but because I feel so passionate about my products, my nerves quickly disappeared," said Janet. "I pitched my business and two of the Dragons—Arlene Dickinson, who owns Venture Communications and Laurence Lewin, who owned La Senza—each agreed to invest \$25,000 for a 10% share of my business."

Janet's appearance on Dragons' Den has lead to many e-mails and phone calls from customers and even from complete strangers, congratulating Janet on her business. Orders have increased, and retailers from both coasts have called with an interest in the products. Janet is excited about what this will mean for her company.

"I look forward to growing my business, and, with help from the Dragons, make my products accessible to all women around the world who need them," Janet said.

Janet's products are available at various retailers across Canada and England as well as through her website: www.janacsportswear.ca.



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