



Finally! A board game that Dragons' Den will like



Jim Treiving, Kevin O'Leary, Arlene Dickinson, Robert Hejavec and Bruce Croxon often ridicule the games' pitches that land on CBC's Dragons' Den.

and six inventions to evaluate during the course of a game. Targeted at families and suggested for players 8 years and older, the game is priced at under \$30 and can be played by up to six people. It is in stores just in time for the holiday season. .

There are some added wrinkles as players can start bidding wars, sabotage investments and also steal money from other players. At the end of the game, the verdict on each investment is given, detailing whether it was a success or not. The player who has the most money after the six items are judged wins the game.

What's interesting is whether this game would pass muster for the real Dragons, who have been pitched many board games over the show's history and have rarely invested in the ventures.

"If there's one thing that the Dragons like to burn most, it's board games," said host Dianne Buckner in a [December 2010 episode](#), which featured one of the few board game success stories during the show's eight-year run.

The clip shows the panel's flippant attitude toward games, which changes when toy industry veteran George Ward from Uxbridge, Ont., presents Syl-la-bles, a game he developed. Ward even momentarily charms the harshest of the Dragons, Kevin O'Leary.

"You're right, it is a different board story," says O'Leary, impressed by Ward's sales numbers. But he shortly follows it up with, "George, I hate board games, I'm out."

Eventually, Arlene Dickinson steps up and invests in the game, with an in-kind offer to help build an app for the game for 5 per cent of the company. The deal is hailed as the first successful board game pitch in the show's history.

According to [boardgamegeek.com](#), there is a running list of game failures on the show, including Jewel For the Crown, Bandthology, Mathopoly and Take Me To the Cleaner\$.

Some inventors, though, have benefitted from the Dragons' lack of appreciation, so to speak, for the board game. Sales for [Synrohearts](#), a board game about love that did not win over the Dragons, jumped by 200 per cent after appearing on the show, which allowed its creator to secure a bank loan to produce more games.

By Raju Mudhar

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As far as brand extensions go, it seems a little counterintuitive.

CBC's smash hit *Dragons' Den* has been notoriously tough on contestants pitching board games, often ridiculing the idea. Now the show has a board game of its own.

Created by Kroeger Inc., the game features more than 300 inventions that players evaluate and potentially invest in. Each player has \$500,000 to play with