



MONROE COUNTY
COMMUNITY COLLEGE

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Press Release

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FOR IMMEDIATE RELEASE

MCCC ANNOUNCES FINALISTS FOR 1st ANNUAL BUSINESS IDEA PITCH COMPETITION

MONROE, Mich. – Monroe County Community College has selected 10 finalists to compete in the 1st annual business pitch competition, taking place on Tuesday, May 20th in the boardroom of the La-Z-Boy Center on MCCC's main campus.

All 10 finalists will compete in a single "open" category. A panel of judges will award a \$1,000 scholarship and \$500 cash to the first place winner, a \$500 scholarship and \$250 cash to second place, and a \$500 scholarship and \$100 cash to third place.

The finalists are:

- Shawn Crockett
- James Parriet
- Jimmy McGrath
- Lawrence White
- Eric Alexius
- Aaron Alexander
- James Bechard
- Alexis Stock

(more)

- Ian Leach and Theresa Munroe
- Cody Crutchfield

The business idea pitch – also commonly known as an “elevator” pitch because of the limited time one has when attempting to converse with someone in an elevator – is an essential function of being an entrepreneur and convincing venture capitalists to invest in a startup.

Finalists will be given 120 seconds to sell their business idea to a panel of judges for a chance to win a cash and scholarship prize. The final oral competition will take place in the La-Z-Boy Center boardroom on the MCCC Main Campus on May 20 from 6-8:30 p.m. The public is welcome to attend.

The business pitch idea competition was recommended during an entrepreneurship roundtable hosted by MCCC in January. The roundtable session included banking and other corporate executives, entrepreneurs, economic development professionals, and college faculty and administrators. The purpose of the roundtable was to strategize how the community can work together to nurture a more entrepreneurial and creative culture.

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