



MONROE COUNTY
COMMUNITY COLLEGE

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Press Release

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FOR IMMEDIATE RELEASE

MCCC ANNOUNCES 1st ANNUAL BUSINESS IDEA PITCH COMPETITION

MONROE, Mich. – Monroe County Community College is soliciting proposals from aspiring area entrepreneurs for a business idea pitch competition.

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.

Eligible participants can register by completing an entry form at the competition website:

www.monroecc.edu/businesspitch. The deadline for entries is by May 6. Finalists will be selected from the online entries and 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 on the MCCC Main Campus on May 20 from 6-8:30 p.m.

Participants will compete in one of two categories: (1) high school and (2) MCCC students/alumni or residents/businesses of Monroe County, Mich. Participants in the high school category must be a high school student in Monroe County. Class of 2014 high school graduates are eligible to enter in this category. Participants in the second category must either be a current MCCC student or alumnus or reside or operate within Monroe County.

(more)

Awards will be given in each category in the following amounts: first place receives \$1,000 scholarship and \$500 cash, second place receives a \$500 scholarship and \$250, and third place receives a \$500 scholarship and \$100 cash.

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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