

Pitch Your Wagon to a Star: Pace Starts Contest for Best Business Pitches

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MEDIA ADVISORY

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PITCH YOUR WAGON TO A STAR

The Inaugural Pace University Pitch Contest sponsored by JPMorganChase

Presented by Entrepreneurship @ Lubin, in association with the Pace Association for Collegiate Entrepreneurs (P.A.C.E.), Second Century Innovation and Ideas (SCI2), and Small Business Development Center at Pace

WHAT: The Pace Pitch Contest is based on the “elevator pitch” concept, popular in the venture capital community. The pitch is an extremely concise presentation to potential investors of an entrepreneur’s idea, business model, marketing strategy, competitive analysis and financial plan. The premise is that the pitch could be made in a few minutes if the entrepreneur spots a potential investor on an elevator and has the chance to bend his or her ear during the ride.

Each individual/team will have three minutes to make their pitch, which must be an original concept created by the presenter(s), who may use up to five PowerPoint® slides.

Grand Prize: \$1,000. Plus over \$1,000 in additional cash prizes based on category, creativity, and persuasiveness.

WHO: The “star” judging panel for the category of New Business Concepts includes Emanuel Martinez, managing director, GreenHills Ventures, LLC; Charles F. Ryan, vice president, Small Business Financial Services, JPMorgan Chase Bank; and Carolyn Chin, CEO of Cebiz. On the panel for the category of Social Ventures: Clarence B. Jones, executive consultant, Marks Paneth & Shron LLP; Brian J. Nickerson, director, The Edwin G. Michaelian Institute for Public Policy and Management at Pace University; Jerald Posman, director, Project Enterprise. Speakers include Bruce Bachenheimer, clinical professor and director of Entrepreneur @ Lubin, Pace University; Dane Disimino, president, Pace Association for Collegiate Entrepreneurs; Ira Davidson, director, Small Business Development Center at Pace University; Victor Goldsmith, executive director, Second Century Innovation and Ideas; and Martha Soffer, economic development specialist, U.S. Small Business Administration.

WHEN: Friday, December 3. Pitch contest: 5 to 6:30 p.m. Reception and awards ceremony: 6:30 to 8 p.m.

WHERE: Pace University, One Pace Plaza, New York City. Pitch contest: Lecture Hall North (2nd Floor). Reception and awards ceremony: Multipurpose Room (Level B).

In the last year Pace University has launched two business incubators, in downtown New York City and in Yonkers, NY. Pace is named one of the top 100 Entrepreneurial Colleges and Universities in the United States in Entrepreneur magazine's May 2004 edition. The school appears in the second tier (up from the fourth tier last year) of the list of the top 50 regionally recognized academic programs in the country.

Web sites:

Pace Pitch Contest http://webpage.pace.edu/pace/pitch_contest/

Entrepreneurship @ Lubin [page.cfm?doc_id=11619](http://webpage.pace.edu/pace/page.cfm?doc_id=11619)

Pace Association for Collegiate Entrepreneurs <http://webpage.pace.edu/pace>

Second Century Innovation and Ideas <http://www.sci2.org>

Small Business Development Center at Pace
<http://www.nyssbdc.org/centers/centers.cfm?centid=21>