



For Immediate Release

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Kick Start Success with 6 New Business Development Workshops

Free Online and In Person with SCORE Mentors

Lyons, NY – July 21, 2022 – New business development starts with a great idea but requires a lot of expert advice and professional connections to make it a success. Many entrepreneurs can get overwhelmed by the various challenges of starting a new business. Starting on July 26, the Wayne Economic Development Corp. (WEDC) is sponsoring workshops for new entrepreneurs who want to start a business in Wayne County. The workshops are aimed at helping them overcome these challenges. Topics will include creating a business model canvas, sales and marketing, accounting, banking, budgeting, insurance, legal entities, and how to pitch your idea to investors.

A series of six 2-hour workshops will start July 26th and be offered each Tuesday until Aug 30th at 6 p.m. These will be available on Zoom and presented by the Greater Rochester chapter of SCORE whose mission is to foster vibrant small business communities through mentoring and education. These workshops will be led by seasoned business professionals and mentors who provide no-nonsense approaches to solving business and organization problems, and in this case, the content is specifically designed for new business start-ups. An additional in person workshop will be held on September 13th at the Macedon Public Library starting at 6 p.m. This workshop will allow participants to meet one on one with SCORE mentors, to review their business plan and financial projections, and to practice pitching their business.

“We are sponsoring these workshops to help local entrepreneurs turn great ideas into successful businesses,” states Katie Bronson, Chief Operating Officer for WEDC. “There is a lot to consider when starting a business, and these workshops will guide participants through several aspects of business ownership.” Registration for the workshops is required.



For the past three years, the WEDC has offered workshops like these in support of applicants to the annual start up pitch competition which further encourages business development in Wayne County by offering the winner of the competition a grant to help them kick start their business. Applicants must attend at least one SCORE workshop and submit an executive summary of their business plan along with detailed financial projections. Deadline for the adult pitch submission is September 23rd. Finalists are chosen from the September submissions to deliver their pitch to a panel of live judges in November. The winning applicant will receive a \$20,000 cash award to kick start their new business, and new this year, there will also be a prize of \$5,000 for the second place winner.

Also new in 2022, a video pitch competition is open to local high school students. The student pitch competition will encourage high school students to develop a business plan executive summary that describes their new business ideas, products or services. They will have to provide some estimated financial projections and submit a 5-minute video of their business pitch. Wayne County students going into grades 9 through 12 are eligible to participate in the competition and may attend the SCORE workshops. Youth entrepreneurs can work in teams and may garner support from their teachers, mentors, and other disclosed economic development resources. There will be a total of \$5,000 awarded to students among multiple categories. The top prize is \$1,250. The youth competition deadline is October 14. Winners will be announced at the live event in November.

This is the fourth Wayne County Adult Pitch Competition and the first Student Pitch Competition. The annual adult pitch competitions have invested a total of nearly \$100,000 into three local businesses.

Registration for the SCORE workshops and guidelines for the pitch competitions are available at www.WEDCny.com. For more information, contact the office directly at 315-946-5919 or email wedcny@co.wayne.ny.us.

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