



For Immediate Release

Media Contact: Deb Hall, dhall@co.wayne.ny.us, 315-946-5919

**Deadlines Approaching for Annual
Business Pitch Event**
Student and Adult Entrepreneurs Encouraged to Apply

Lyons, NY – August 30, 2022 – Wayne County is kick starting new business development again this year with its fourth annual Pitch Competition to be held in front of a live audience on November 9th at the BOCES Conference Center in Newark, NY. This event is a chance to earn \$20,000 in startup grant funding for early stage companies less than three years in business and startup entrepreneurs age 18 and older. These applicants must submit their business plans by September 23rd at 4 p.m. New this year, the second place adult finalist will earn \$5,000 to kick start their business efforts.

Also new this year, students in grades 9 through 12 are encouraged to exercise their entrepreneurial spirit. They are invited to submit their business ideas in a slightly different format by October 14th at 4 p.m. Students can participate in teams or individually but must submit their pitch in the form of a 5-minute video. Each student submission must also include an executive summary of their business idea and a simplified financial projection worksheet. Multiple student finalists will split \$5,000 in cash awards.

The adult applicants must submit an executive summary of their business plan, financial projections for three years of revenue and expense, and proof that they attended at least one SCORE workshop. Free online SCORE workshops were offered for adults and students through the month of August, with the final workshop to be held in person at the Macedon Library on September 13th at 7:00 p.m. All online SCORE workshops were recorded for future viewing.

The annual adult pitch competitions have invested a total of nearly \$100,000 into three local businesses. Registration and viewing of 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.

###