



For Immediate Release

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Annual Business Pitch Event
*Adult Finalists to Present to Live Judges November 9th
and Student Winners Announced.*

Lyons, NY – October 20, 2022 – The fourth annual Wayne County Kick Start Business Pitch Competition will be held on Wednesday, November 9th at the Conference Center at the Wayne Finger Lakes BOCES campus at 437 Vienna St. in Newark, NY. The event is free and open to the public and will start at 5:30 p.m. Each applicant will present their business idea to a panel of five independent judges who will ask some questions regarding the business and then score the pitch presentation based on materials submitted and the live presentation. Scores will be tallied and a winner will be declared at the end of the evening.



This event provides local entrepreneurs a chance to earn \$20,000 in startup grant funding for early stage companies less than three years in business. New this year, the second place adult finalist will earn \$5,000 to kick start their business efforts. Also new in 2022, students in grades 9 through 12 were encouraged to exercise their entrepreneurial spirit by developing their business ideas. High school students submitted pitch presentations in the form of an executive summary and a 5-minute video. Student videos will be shown during the event and multiple student finalists will split a combined total of \$5,000 in cash awards. “This pitch process is a great way to connect with entrepreneurs, and we are always pleased with the participation from the community,” states Katie Bronson, Deputy Director at Wayne County Economic Development.

The annual adult pitch competitions have invested nearly \$100,000 into three local businesses. The Wayne Economic Development Corporation hosts this annual event. For more information visit www.WEDCny.com. Contact the office directly at 315-946-5919 or email wedcny@co.wayne.ny.us. ###

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