

# WAYNE ECONOMIC Development Corporation

## For Immediate Release

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## Student Entrepreneurship in Wayne County

*The Pitch Competition is Opportunity to Learn and Earn*



Lyons, NY – April 25, 2023 – What are the products and services that our community or the world will need in the future? Who is going to create these things? How do great business or product ideas turn into amazing companies? If you or a student you know asks these questions then the Second Annual Student Business Pitch Competition is just what you need. This competition is not really a competition, it is an opportunity for students to explore possible answers to those questions and to practice pitching their business plan to potential investors.

Students who are residents of Wayne County or in a Wayne County High School and who will be in grades 9 through 12 next year (school year 2023-2024) are eligible to participate. They can utilize help from teachers, mentors or parents to follow through on the process of business development from conception to presentation. “We will provide some resources for students to walk through each step,” says Ariel Camp, Economic Development Specialist from Wayne Economic Development Corp. “This is a great chance to develop a life skill and turn cool ideas into cash.” Cash prizes will be awarded to the top pitches after independent judging at an event in November.

Applications are not due until October but interested students should pre-register now so they can be sure to receive preliminary resources to use over the summer and so that they have a point of

contact if they have any questions while they complete a business model canvass, develop revenue projections, and map out a marketing campaign. Students are not expected to actually start a business with the prize money but they are encouraged to continue exploring opportunities for young entrepreneurs. The 5<sup>th</sup> Annual Business Pitch Event for legitimate new businesses will launch in July.

For more information, visit [www.WEDCny.com](http://www.WEDCny.com) and click on Small Business Kick Start/Student Pitch Program or call 315-946-5919. Wayne Economic Development Corporation (WEDC) is a not-for-profit local development corporation whose mission is to foster economic development in the county and assist in developing a culture of innovation and entrepreneurship by attracting entrepreneurs to start, build, and grow local businesses.

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