FOR IMMEDIATE RELEASE:

November 29, 2013

CONTACT: Forrest Carter, director of the Institute for Entrepreneurship, 517-432-6396; carterf@broad.msu.edu

Students Celebrate Victory at the Third Annual Broad Undergraduate Business Pitch Competition and the Graduate Business Plan Competition

East Lansing, MI — Students have done it again at the third annual Undergraduate Business Pitch and Business Plan Competition held on Saturday, Nov. 23 and sponsored by the Eli Broad College of Business and the Institute for Entrepreneurship. Finalists, including undergraduate and graduate students competed against one another in 3-5 minute pitch sessions for a chance at $5,000, $2500, and $1,000 prizes. Semi-finalists duked it out at tables displaying their business concepts. For the Broad Marketplace, semi-finalists displayed their ideas and attendees were given ‘Broad Dollars’ to vote with. The team that accumulated the most ‘Broad Dollars’ won the People’s Choice Award. The winning groups Pet Spot and Move in; Move Out acquired $29,000 and $23,000 in ‘Broad Dollars’.

“I was a semi-finalist and though I didn’t win or make it to the finalist round it was a really good learning experience,” said Christina Strong, journalism major at Michigan State University. “I had never participated in a business pitch competition of any kind before, but after being one of only 16 people accepted out of 25 applicants I feel like my ideas has merit. I’m excited to bring it to life.”

The winners of the undergraduate pitch competition included:

- Carbon Cash created by undergraduate students: Patrick Schmitz, Bernie Eisbrenner, Patrick McCarthy, and Jon Baue.
- Snap Script created by undergraduate student: Brian Ingle.
- York Apparel created by undergraduate student: Josh York.

The winners of the graduate business plan competition included:

- North Coast Medical by graduate students: Robin Hannum and Jonathan Delauter.
- Floor Zero by graduate students: Joseph Ajao and Holly Mille.
- Actus College by graduate students: Jose Patag and Brandon Pilzner.

The Institute for Entrepreneurship focuses on three main areas: teaching, research and outreach. Through teaching, research and outreach, the Institute supports related programs and activities in the Broad College of Business’s undergraduate specialization in entrepreneurship and its MBA secondary concentration in entrepreneurship. The Institute advances and promotes academic and applied research.
The Eli Broad College of Business and the Eli Broad Graduate School of Management includes five departments (Accounting and Information Systems, Finance, Management, Marketing, and Supply Chain Management), and one independent, industry-specific program, The School of Hospitality Business. Currently, about 5,000 students are enrolled at the undergraduate level, and about 1,000 students are enrolled in specialized master’s, doctoral or MBA degree programs as well as various Executive Development Programs, making Broad one of the largest business schools in the country.

Institute for Entrepreneurship, James B. Henry Center for Executive Development. C23A, 3535 Forest Road Lansing, MI 48910 www.ie.broad.msu.edu

Eli Broad College of Business, North Business College Complex 632 Bogue St. N520 East Lansing, MI 48824 www.broad.msu.edu