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**NEWS RELEASE**

FOR IMMEDIATE RELEASE

July 18, 2024

**SCORE Muskegon Chapter Announces Pitch Competition for Entrepreneurs to Showcase Business Ideas**

**Muskegon, MI** – The SCORE Muskegon Chapter, in collaboration with the Muskegon Lakeshore Chamber of Commerce (MLCC) and the GVSU Muskegon Innovation Hub, is excited to announce a pitch competition aimed at fostering innovation and supporting start-up businesses. The event will take place on Thursday, October 17, 2024, and promises to be a pivotal moment for aspiring entrepreneurs and established small business owners.

**Competition Details:**

**Date:** Thursday, October 17, 2024

**Time:** 6:00 PM

**Location:** GVSU Muskegon Innovation Hub, 200 Viridian Dr. Muskegon, MI 49440

**Applications are now open! Applicants will be allowed to enter in only one of two categories:**

**1. Start-Up Category:**

- Open to individuals who have not yet started their business or have been in business for 90 days or less (as of July 18, 2024).
- Focus: Overall Business Plan
- Awards:
  - 1st Place: \$3,000
  - 2nd Place: \$2,000
  - 3rd Place: \$1,000

**2. In Business Category:**

- Open to individuals who have been in business for more than 90 days (as of July 18, 2024).

- Focus: Specific project or capital investment to benefit the business.
- Awards:
  - 1st Place: \$4,000
  - 2nd Place: \$3,000
  - 3rd Place: \$2,000

#### **Eligibility and Application Process:**

- Applicants must be located within the boundaries of the SCORE Muskegon Chapter. For boundary verification, email Dennis Warren at [Dennis.Warren@scorevolunteer.org](mailto:Dennis.Warren@scorevolunteer.org). The Muskegon chapter covers the entire lakeshore from Ludington to Grand Haven and inland to US-131.
- Applications can be accessed through the MLCC website. Access the application [HERE](#).
- Seek a mentor as needed and complete the appropriate application.
- Application submissions will close on **August 21, 2024**.
- Selected applicants will be notified by **September 18, 2024**.

#### **Presentation Requirements:**

- Selected applicants will have 5 minutes to present their pitch, followed by 5 minutes for judges' questions.
- All presentations must be submitted in PowerPoint format.
- While not required, applicants are encouraged to work with a SCORE or SBDC mentor prior to the competition.

This competition is an excellent opportunity for entrepreneurs to gain exposure, receive valuable feedback, and potentially secure funding to propel their business ideas forward.

For more information about mentoring or any questions, please email Dennis Warren at [Dennis.Warren@scorevolunteer.org](mailto:Dennis.Warren@scorevolunteer.org).

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**About SCORE** - SCORE is the nation's largest network of volunteer, expert business mentors, with 10,000 volunteers serving all 50 U.S. states and territories. Since its founding in 1964 as a resource partner for the U.S. Small Business Administration, SCORE has helped more than 17 million current and aspiring entrepreneurs start, grow or successfully exit a business through mentoring, resources and education. In 2023 alone, SCORE volunteers helped create 31,167 new small businesses and add 152,115 total jobs to the American economy. Visit SCORE at [www.score.org](http://www.score.org).