

[Click here for some pictures from the event](#)



# The Inaugural Pace Pitch Contest

*Sponsored by JPMorganChase*

**Presented by:**

[Entrepreneurship @ Lubin](#)

**In Association With:**

[Pace Association for Collegiate Entrepreneurs \(P.A.C.E.\)](#)

[Second Century Innovation and Ideas \(SCI²\)](#)

[Small Business Development Center at Pace \(Manhattan\)](#)

**Friday - December 3, 2004**

**SCI² Incubator Open House:** 3:00 - 4:30 PM, Conference Room (3rd floor)  
163 William Street  
New York, NY 10038

**Pitch Contest:** 5:00 - 6:30 PM, Lecture Hall North (2nd floor)

**Reception and Awards Ceremony:** 6:30 - 8:00 PM, Multipurpose Room (level B)

Pace University  
One Pace Plaza  
New York, NY 10038

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## Compete in one of three categories:

### New Business Concepts

Judged on commercial viability by a panel of bankers and venture capitalists.

### Social Ventures

Judged on social benefit and likely ability to create an economically sustainable venture by a panel of scholars and philanthropists.

### Wild n' Crazy Ideas

Judged on imagination and creativity by the audience.

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## Prizes:

**Grand Prize \$1,000.00**

***Plus over \$1,000.00 in additional cash prizes based on category, creativity, and convincingness!***

***All courtesy of JPMorganChase!!!***

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## Basic rules:

Each individual/team will have 3 minutes to make their pitch and may use up to 5 PowerPoint® slides\*. The pitch must be an original concept, created by the presenter(s). The contest is open to all members of the Pace community, as well as the general public.

\* All PowerPoint presentations must be e-mailed to [bbachenheimer@pace.edu](mailto:bbachenheimer@pace.edu) by NOON on 12/1/04.

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## Basic idea:

The Pace Pitch Contest is based on the Elevator Pitch concept, popular in the venture capital community. It is an extremely concise presentation of an entrepreneur's idea, business model, marketing strategy, competitive analysis, and financial plan, which is delivered to potential investors. The premise is that it

could be made in a few minutes, should the entrepreneur spot a potential investor on an elevator and have the opportunity to pitch their idea during the brief ride.

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## Judging Panel:

### New Business Concepts

[Emanuel Martinez](#), C.P.A., M.B.A. - Managing Director, [GreenHills Ventures, LLC](#).

[Charles F. Ryan](#), M.B.A. - Vice President Small Business Financial Services, [JPMorgan Chase Bank](#)

[Carolyn Chin](#), M.B.A. - CEO of [Cebiz](#)

### Social Ventures

[Clarence B. Jones](#), C.P.A., J.D. - Executive Consultant, [Marks Paneth & Shron, LLP](#),

[Brian J. Nickerson](#), Ph.D, J.D. - Director, [The Edwin G. Michaelian Institute for Public Policy and Management](#)

[Jerald Posman](#), M.B.A. - Director, [Project Enterprise](#)

### Speakers and Presenters

Bruce Bachenheimer - Clinical Professor and Director of Entrepreneur @ Lubin, Pace University

Dane Disimino - President, Pace Association for Collegiate Entrepreneurs

Ira Davidson - Director, Small Business Development Center at Pace University

Victor Goldsmith - Executive Director, Second Century Innovation and Ideas

Martha Soffer - Economic Development Specialist, U.S. Small Business Administration

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## Some resources:

[Guidelines and judging criteria for the New Business Concepts category\\*](#)

[Guidelines and judging Criteria for the Social Ventures category\\*](#)

***\*don't worry, no one will cover all these points in three minutes!***

[Pace SBDC 2004 Guide to Small Business Planning](#)

**Pitch Clinic - ask questions, get feedback, & practice your pitch:**

Monday Pleasantville, Goldstein 224 3:45 PM to 5:45 PM

Tuesday Graduate Center, room 538 3:45 PM to 5:45 PM

Wednesday 1 Pace Plaza, Civic W-491 2:00 PM to 5:00 PM  
Thursday 1 Pace Plaza, Civic W-491 2:00 PM to 5:00 PM

to confirm an appointment, e-mail [bbachenheimer@pace.edu](mailto:bbachenheimer@pace.edu), or call (212) 618-6580

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**To register (EVEN TO ONLY ATTEND):**

>>> [Click here for an online registration form](#) <<<

**THERE ARE NO PRESENTATION SLOTS LEFT  
YOU CAN REGISTER TO BE WAITLISTED**

**THERE ARE NO AUDIENCE SEATS REMAINING  
THERE MAY BE STANDING ROOM**