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Women's business pitch competition to be held in Troy

Thursday, October 8, 2015

The live SE Michigan Business Plan and Pitch Competition will be held 8 a.m. to noon, Friday, Oct. 9 at the Walsh College Troy Campus. Michigan Women's Foundation, Walsh College and Inforum will select winners of 2015 SE Michigan Entrepreneur-YOU Business Plan and Pitch Competition.

Dozens of SE Michigan female entrepreneurs submitted their business plans, from which 11 finalists have been chosen to present to a panel of judges and compete for cash prizes of \$35,000, as well as complimentary support services and technical assistance for their growing businesses.

The Oct. 9 event is free and open to the public, but registration is requested at www.walshcollege.edu/EYOU.

The 11 finalists for the SE Michigan 2015 Entrepreneur-YOU Business Plan and Pitch Competition are:

- Cassandra Barragan of Essential Restorative Yoga – Yoga and meditation practices tailored for populations with physical limitations to improve quality of life.
- Jill Jacobsen of Simply Slender – Introducing Pow Chow, a protein enriched snack that combines fresh ingredients to ensure the highest amount of nutrients put in your body.
- Yvette Jenkins of Love Travels Imports – Authentic handmade accessories made by artisans and sold by underprivileged women and youth.
- Nikki Mattison of Madison Boutique – Online, storefront and fashion truck boutique selling one-of-a-kind garments for women ages 25-50.
- Darla Myers of Transition Coordination Services – Transition service platform providing real time data, interventions and analytics through care coordination during an acute episode.
- Gretchen Geist of Memloom – Digital storytelling platform that connects brands with customers for higher online engagement.
- Lauren Shampo of Transcuro – A simple-to-use web-based application for providers and patients to streamline healthcare coordination and decrease readmissions.
- Justine Sheu of Pro:Up – An online marketplace that connects high school youth to extracurricular educational and career development opportunities.
- Dusty Welsh of Detroit Wish – Connecting large corporate brands with local non-profit organizations.

- Sarah White of MOR & Co. – Provides outdoor tools, toys, accessories and apparel for accessible outdoor activities.
- Maria Young of University Pharmacy – Offers point of care quick testing of acute illnesses and more convenient management of chronic disease and chronic disease detection.

The SE Michigan Entrepreneur-YOU Business Plan and Pitch Competition will be judged by a select panel of local business leaders from across a variety of industries, including: Byna Elliott, Fifth Third Bank; Jill Ford, City of Detroit; Mark Lee, The LEE Group and Hannah Webber, Belle Michigan

For more information, visit www.miwf.org.

— Submitted by Monica Cheick

URL: <http://www.theoaklandpress.com/business/20151008/womens-business-pitch-competition-to-be-held-in-troy>

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