

## FOR IMMEDIATE RELEASE

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## Regional Workshops Scheduled for Third Annual Monterey Bay Regional Business Plan Competition

*Application workshops scheduled throughout the region in February*

**Marina, Calif. – February 1, 2012** - The organizers of the Monterey Bay Regional Business Plan Competition, to be held May 4<sup>th</sup> at the Monterey Institute of International Studies, ([www.MBRCompetition.com](http://www.MBRCompetition.com)) today announced a series of workshops to help applicants successfully complete the application that is due February 27.

"This is the third year of the event," said Competition Chair, Susan Barich, "and every year we receive higher quality applications, and more competitive companies apply. We want to make sure everyone understands how to complete the one page application to ensure they have the best chance of competing in May."

All start-ups that can show how they will create jobs in the tri-county area are welcome to apply. Semifinalists will be chosen from the one-page applications due February 27<sup>th</sup> and a screening event held March 9<sup>th</sup> at California State University, Monterey Bay (CSUMB). The semifinalist companies will be asked to complete a full business plan, which they will present to panels of investors, industry leaders and business consultants at the May 4<sup>th</sup> event.

Prizes range from \$1,000 cash for the winning student team, to \$5,000 cash for the winning main-street company, to \$50,000 in cash and professional services for the winning venture-play company. A main-street company is defined as one that will be a successful local or regional business creating jobs in the tri-county area, but is not scalable to return 10 times the investor's money in three to five years.

A video tutorial on how to fill out the application is available at [www.MBRCompetition.com](http://www.MBRCompetition.com) for those who are unable to attend the scheduled workshops, along with the application, instructions, entry forms and a participation agreement.

The regional workshops scheduled to date include:

- Thursday, February 2 at 2:00 p.m. Location: Next Space, 101 Cooper Street Santa Cruz, 95060. Given by: Susan Barich and Chuck Boggs
- Monday, February 6, from 4:00-6:00 p.m. Location: Marina Technology Cluster, 3180 Imjin Road, Marina 93933 ~ Tech Net Room. Given by: Alan Barich
- Thursday, February 9, from 6:00-7:30 p.m. Location: Economic Development Corporation of San Benito County, 2440 Bert Drive, Hollister 95023, Bldg 100 Suite #101. Given by: Chris Khan

- Wednesday, February 15, from 4:00-6:00 p.m. Location: CSU Monterey Bay SBDC, 425 Belden Street, Gonzales 93926. Given by: Chris Khan
- Thursday, February 16, at 6:00-7:30 p.m. Location: Monterey Peninsula College, Sam Karas Room in the Monterey Peninsula College library. 980 Fremont St. Monterey, 93940. Given by: Mark Peterson.
- Saturday, February 18, from 3:00 -5:00 p.m. Location: Monterey Institute of International Studies, 411 Pacific Street, Monterey 93940 ~ McGowan Room 307. Given by: Ernie Scalberg
- Tuesday, February 21, at 6:00 p.m. Location: Marina Technology Cluster, 3180 Imjin Road, Marina 93933 ~ Tech Net Room. Given by: Brad Barbeau

To register for any of the free workshops, please call the Marina Technology Cluster at 831-582-9718.

The Monterey Bay Regional Business Plan Competition has the support of more than 50 business, education and government partners from the entire tri-county region that are united to showcase the business potential of the area; support regional start-ups; attract business and investors to the region; encourage business students to become entrepreneurs; and promote tech transfer, innovation and commercialization.

For updates on the competition, follow on Twitter at [www.twitter.com/MBRBizPlan](http://www.twitter.com/MBRBizPlan) or like the Facebook page at [www.facebook.com/MBRCompetition](http://www.facebook.com/MBRCompetition) .

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