

FOR IMMEDIATE RELEASE

Contacts:

Susan Barich

Barich Business Services

831.582.9718

Susan.Barich@BarichBiz.com

Mark Peterson

Peterson Communications

831.626.4400

mark@petersoncom.com



MONTEREY BAY REGIONAL
BUSINESS PLAN COMPETITION

— 2012 —

Monterey Bay Regional Business Plan Competition Finalists Announced

Third Annual Competition Completes “Fever Pitch” Event At California State University, Monterey Bay to Select the Finalists

Marina, Calif. – April 2, 2012 - The organizers of the Monterey Bay Regional Business Plan Competition (www.MBRCompetition.com) announced the finalists of the 2012 Competition that will move on to the main event held on Friday, May 4th 2012, at the Monterey Institute of International Studies (MIIS), with Congressman Sam Farr presenting the award to the final winner.

The 2012 Business Plan Competition received more than 50 applications from entrepreneurs from five California counties; Vancouver, British Columbia; and Davidson, North Carolina.

On March 9th a screening event for the first round of applicants was held where each company gave a 5-minute pitch on their company to a panel of judges and answer questions about their application. In between sessions, the entrepreneurs had the opportunity to network, share ideas and discuss resources to help them launch their business.

Four student and three "main street" finalists were chosen and nine venture-play semi-finalists emerged from the Fever Pitch event. The final event on May 4 is open to the public. For more information on the competition, to find out how to be a sponsor, or to register to attend, visit the competition's website at www.MBRCompetition.com

Finalists announced from March 9 Fever Pitch Event

Student Team Finalists:

First Hand International – Monterey County

Hydroculture – Monterey County

Epi-Go-Guard – Monterey County

Dorm Packs – Monterey County

Main Street Finalists:

Cedar Street Brewing Company – Santa Cruz County

Green Apple Classrooms of California – Monterey County

Mala Family Yoga Center – Santa Cruz County

Venture Play Finalists:

Bio-Chek – Monterey County

All Together Now – Santa Cruz County

Play Crafts – Santa Cruz County

Solsustech – Santa Cruz County

Acne-Visit – Monterey County
Econometrics – Santa Cruz County
JobEscrow – Santa Cruz County
Quosap – Santa Clara County
Sennotaf – Monterey County

All start-ups that can show how they will create jobs in the tri-county were welcome to apply. The Monterey Bay Regional Business Plan Competition has the support of more than 50 business, education and government partners from the 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.

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.

To get updates on the competition, follow on Twitter at www.twitter.com/MBRBizPlan or like the Facebook page at www.facebook.com/MBRCompetition .

###