

Niche Video Media Wins Georgia State Business Plan Competition

Niche Video Media, LLC, walked away with first prize in the Georgia State University Business Plan competition organized by the Herman J. Russell Sr. International Center for Entrepreneurship.

Atlanta, GA, November 16, 2013

The Herman J. Russell Sr. International Center for Entrepreneurship at Georgia State University recently announced that Niche Video Media™, LLC won first place in its annual Business Plan competition. Out of the 62 businesses in the contest, three finalists were chosen. On November 15, 2013, the three finalists faced their final evaluation in front of a three-judge panel. Niche Video Media walked away with First Prize, followed by Abbey of the Holy Goats, Brewery.

"We are extremely excited to have earned such a distinction," Said Glen West, Chief Customer Officer. "It is such an honor to have a distinguished panel of entrepreneurs recognize the value and quality of our business model."

The annual business plan competition of the Herman J. Russell Sr. International Center for Entrepreneurship is open to all Georgia State University students and recent graduates. This is a wonderful opportunity for the students to have their business model reviewed by industry leaders and successful entrepreneurs. In addition, the winning entry collects the Herman J. Russell, Sr. Venture Award and the Moses Lee Reid Entrepreneurship Award – a grand prize totaling \$10,000.

The business plans are evaluated using three criteria: the quality of the written plan as well as whether or not it is complete, the quality of the presentation and the innovativeness and potential of the proposed business. After the first round of submissions, a small group of entries are invited to the final competition. These finalists give an oral presentation in front of an audience as well as a panel of judges comprised of established entrepreneurs and investors. At the conclusion of each presentation, the judges further test each finalist with a grueling question and answers session. There is no guaranteed winner each year because if the judges feel that none of the entries meet the high standards of the criteria, then no award will be given. It is an honor to win the competition as it recognizes exceptional business ventures.

About Niche Video Media™

Niche Video Media™, LLC provides a secured streaming video platform to individuals and businesses that allows customers to brand, share, and monetize their video content to a global audience without investing in video infrastructure or costly skill sets. By marrying the concept of a video platform with community building, we help customers engage their unique audiences around their unique content.

A Private Media Channel™ is ideal for companies with a large group of geographically distributed users (the "Community") that must keep up-to-date with information best distributed in a multi-media format because it allows those users to interact with each other around that information and add value to the entire community. Some examples are large distributed sales forces with a variety of complex products; value chains of suppliers, manufacturers, distributors, and customers; industry communities for knowledge sharing, and technical certification training companies.



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