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STARTUP CHALLENGE
2014

2014 Startup Challenge Finalists Announced

Fifth Annual Competition Completes Pitch Event At California State University, Monterey Bay to Select the Finalists

Seaside, Calif. – March 31, 2014 - The organizers of the 2014 Startup Challenge (www.TheStartupChallenge.org) announced the finalists of the 2014 Competition that will move on to the main event held on Friday, May 2nd, 2014, at the Monterey Institute of International Studies (MIIS).

The 2014 Business Plan Competition received more than 45 applications from entrepreneurs from four California counties; Monterey, Santa Cruz, San Benito and Santa Clara. These spanned across the three categories of Venture, Main Street and Student.

The screening event gave the first round of applicants 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 four "main street" finalists were chosen and eleven venture-play semi-finalists emerged from the pitch event. The final event on May 2 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 www.TheStartupChallenge.org

Finalists announced from the March 28 Pitch Event

Student Team Finalists:

Construction Connection – Monterey County
Fun Notes - Santa Cruz County
Holodeck – Monterey County
Wurst Wagen – Monterey County

Main Street Finalists:

Eagle Eye Ag Tech – Monterey County
Fro N Joe – Monterey County
Katie's Coldpress – Monterey County
Super Natural Foods – Monterey County

Venture Finalists:

Animal Sign – Monterey County
Astropreneur - San Benito County
Engage Care – Monterey County
Global Fruition – Monterey County

Good2Go Packaging - Santa Cruz County
Human Services Hub – Monterey County
Kid Mogul – Monterey County
Make Your Jewel – Santa Clara County
MOMO – Monterey County
Water City – Monterey County
What's In – Monterey County
Wine Experience – Monterey County

The final event is open to the public and will be held on Friday, May 2nd, 2014, at the Monterey Institute of International Studies (MIIS). 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.TheStartupChallenge.org

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 \$5,000 cash for the winning student team, to \$10,000 cash for the winning main-street company, to \$50,000 in cash and professional services for the winning venture-play company.

For more information about the competition or to get involved as a sponsor, please visit www.TheStartupChallenge.org or call 831-831-582-3230.

Updates on the competition can be found on Twitter at www.twitter.com/StrtupChallenge or by liking the Facebook page at www.facebook.com/TheStartupChallenge.

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