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CONTACT: Mark D. Weinstein
Executive Director of Public Relations
[937-766-8800](tel:937-766-8800) (o)
[937-532-6885](tel:937-532-6885) (m)
Mweinstein@cedarville.edu
[@cedarvillenews](#)

Switch for “The Pitch”: Remote Judges for Business Competition

CEDARVILLE, OHIO -- Cedarville University's [Beyond Entrepreneurship Accelerator program](#) will hold its third The Pitch competition with a COVID-inspired twist. The Pitch, similar to ABC's "Shark Tank," will be held at Cedarville's DeVries Theatre on Saturday, Sept. 5, from 6 to 8 p.m. However, the judges will be reviewing each pitch remotely through Zoom.

Virtual tickets can be purchased by Cedarville University students at the [Eventbrite page](#). Those who are not able to attend in person will be able to view the livestream through the Beyond and [Cedarville Facebook](#) pages.

Contestants will be given five minutes to present their business ideas and an additional five minutes of questions from the judges. Presenters will provide a brief presentation with a quick overview of a business plan and make a PowerPoint presentation that addresses the questions investors normally have.

"Allowing judges to participate remotely has allowed us to source judges from across the United States who otherwise wouldn't have been able to attend," said Kyle Peterson, deputy director of Entrepreneurship Accelerator.

The Pitch event, along with the Beyond program as a whole, equips students who may work in business, on a business-as-missions team or for themselves with startups they create.

"According to research conducted by the MAVY poll, 70% of college graduates prefer to start their own business," Peterson said. MAVY was a social app used to conduct intimate polling from its users. In 2019 the American Institute of Certified Public Accountants asked MAVY to poll its users about after-college plans.

Half of the contestants who present will win a cash prize that can be used for tuition, books, meal plan or other needs. Prizes, including a pair of Apple AirPods and an Apple Watch will be awarded to both in person and remote viewers.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,380 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, including the [Master of Business Administration](#), strong graduation and retention rates, accredited professional and health science offerings and high student engagement ranking. For more information about the University, visit www.cedarville.edu.