

A banner for the MI-SBDC Pitch Black Muskegon competition. The left side features a close-up of a hand holding a pen over a document, with the text "MI-SBDC PITCH BLACK MUSKEGON" overlaid. The right side, on a black background, lists the event details: "BLACK-OWNED BUSINESS PITCH COMPETITION", "Date: Wednesday, Nov. 3, 2021", "Time: 6:00 PM", and "Location: Muskegon Museum of Art, 296 W Webster Ave, Muskegon, MI 49440".

**MI-SBDC
PITCH
BLACK
MUSKEGON**

BLACK-OWNED BUSINESS PITCH COMPETITION

Date: Wednesday, Nov. 3, 2021

Time: 6:00 PM

**Location: Muskegon Museum of Art
296 W Webster Ave
Muskegon, MI 49440**

About the Pitch Competition

Overview:

Pitch Black Muskegon is being brought to you by the Michigan Small Business Development Center (SBDC). It is a pitch competition for existing Black-Owned small businesses in Muskegon County that have been in operation for at least one year. A committee of SBDC staff will evaluate submissions from applicants seeking an opportunity to be selected as a finalist for the live, in-person pitching event on November 3, 2021. Five finalists will be chosen to present their pitches to a panel of judges and a live studio audience for a chance to win customized business services valued at up to \$10,000. These services are designed to help businesses improve their operations and are provided by private section firms in the areas of:

- Marketing & branding materials
- Website development or upgrades
- Social media campaigns
- Accounting assistance
- Legal assistance

Prizes:

Each finalist will receive a customized prize package of business services to help them improve their business operations.

- 1st Prize – \$10,000 value
- 2nd Prize – \$7,000 value
- 3rd Prize – \$5,000 value
- 4th Prize – \$3,000 value
- 5th Prize – \$1,500 value

Eligibility:

Black-Owned small businesses registered with a Muskegon County address that are 51% or more owned by African-Americans.

- Business must have been registered prior to September 1, 2020
- Business must have 50 or fewer employees
- Businesses engaged in certain activities are prohibited. See official rules.

The application portal is now open and will close on Sunday, October 10th. Finalists will be notified by Friday, October 15th. Apply at: <https://bit.ly/sbdcpbm>

Be sure to read through the challenge rules online to prepare your application and submit! If you have any questions, you may contact us by email at sbdc@gvsu.edu.

