

Inaugural Pace Pitch Scores a Home Run

ABED THAT RISES to the ceiling to save space. An SAT® video game. Electronic devices that look like plants. These were just some of the ideas presented at the first-ever Pace Pitch contest in December. Seventeen contestants, including Pace students and professors, competed for a \$1,000 grand prize in the contest, which was presented by the Entrepreneurship @ Lubin program in association with Pace Association for Collegiate Entrepreneurs (P.A.C.E.), Second Century Innovation and Ideas (SCI²), and the Small Business Development Center at Pace.

"The contest is based on the idea of the elevator pitch," says Bruce Bachenheimer, clinical professor and director of Entrepreneurship @ Lubin. "It is an extremely concise presentation of an entrepreneur's idea, business model, marketing strategy, competitive analysis, and financial plan, which is delivered to potential investors. The premise is that it could be made in a few minutes—which comes from the fantasy of an entrepreneur spotting a potential investor on an elevator and have the opportunity to pitch their idea during the brief ride."

During Pace Pitch, each individual or team had three minutes to make a pitch, which had to be an original concept, created by the presenter(s). The contest was open to all members of the Pace community as well as the general public. The pitches were presented to a panel of judges, including Emanuel Martinez, managing director of GreenHills Ventures, LLC; Charles F. Ryan, vice president of small business financial services for JPMorgan Chase Bank; Carolyn Chin, CEO of Cebiz Social Ventures; Clarence B. Jones, executive consultant for Marks Paneth & Shron,

LLP; Brian J. Nickerson, PhD, director of the Edwin G. Michaelian Institute for Public Policy and Management; and Jerald Posman, director of Project Enterprise.

Says Bachenheimer, "Pace's motto is *Opportunitas*, and I don't think there's anything more synonymous with opportunity than entrepreneurship. And there's nothing more important in teaching entrepreneurship than experiential learning, and this is experiential learning: to get up in front of judges, with the pressure of a timer, and present your idea."

The winners included a professor, a doctoral student, an MBA student, and undergraduates in the Lubin School of Business and the School of Computer Science and Information Systems from Westchester and New York City campuses. The overall winner was Rui Jin '06, who energetically and persuasively pitched cultural immersion trips to China for students. The six finalists, who received \$250 each, and their pitches included: Dane Disimino '06, a student-run eatery on the Briarcliff campus; Roy Gilis '05, a cellular private branch exchange for businesses; Andres Martin '05, an online auction site for watch collectors; Noushi Rahman, PhD, assistant professor of management and management science, the ceiling bed; Dwayne Sykes '06, technical and job support for paraplegics and quadriplegics; and Peter Swift '06, SAT® video games.

Bachenheimer notes that the contest itself was an entrepreneurial activity. "I started with absolutely no money, and I had no idea if anybody would want to come," he says. The contest was eventually funded by JPMorgan Chase. ■



Rui Jin '06, winner of the first-ever Pace Pitch contest