

Thursday, October 1, 2015

Second annual Macomb Pitch to give \$20,000 in prizes to MI entrepreneurs

The Macomb-OU INCubator (Mac-OU INC) is awarding more than \$20,000 in cash and in-kind prizes to the top three competitors at the upcoming "Macomb Pitch: A Competition for Small Businesses" on Thursday, Oct. 8. The community is invited to attend, enjoy light refreshments, and participate as live audience members.

The first-place winner will receive \$7,000 in cash, 7.5 hours of legal time with Butzel Long, and a one-year affiliate membership to Mac-OU INC, which includes access to the Business Advisory Services Program; the Executives-in-Residence, currently including Butzel Long, and Jim Ruma, local defense expert; Pitch Prep; assistance with access to capital; and one-on-one business development with Mac-OU INC staff.



Participants at the first Macomb Pitch competition in 2014

The second-place winner will receive \$2,000 in cash and a one-year lease on a Mac-OU INC cubicle. The third-place winner will be awarded \$1,000 in cash and a six-month Mac-OU INC cubicle lease. Each will receive five hours of consultation with Butzel Long.

The competition was open to high-growth, Michigan-based technology entrepreneurs with less than or equal to \$2.5M in revenue and less than or equal to three years in business. Nearly 40 applications were received and then narrowed to the top eight finalists by a group of judges. Each finalist was required to participate in a Pitch Prep session, in which an hour of time was donated from Mac-OU INC and top business professionals to provide critical and constructive guidance to a fully-developed and thorough pitch.

This year's finalists include:

- DetectIR Technologies: Creators of the world's first portable three-dimensional infrared video camera
- Flipsi: A bottle that flips inside-out, eliminating any hard-to-reach surfaces, with a patent-pending, food-grade and BPA-free silicone, and plastic design.
- FoodJunky: Connects businesses with restaurants online to automate the food-ordering process in the workplace.
- GolfCliks: A micro social-networking site for the golf industry with a commitment to growing the game by bringing players, golf courses and related service providers closer together.
- KTISIS: Developers of Universal Natural Gas Technology, a system that is optimized to store and deliver Compressed Natural Gas and Liquefied Natural Gas in a single, lightweight, compact and economical system.
- SteriDev: The maker of CleanCase, a device-specific sterile case for mobile devices, for direct use by surgeons.
- Transition Coordination Services: The new paradigm in patient transition coordination services, providing real-time data, analytics and interventions through care coordination during an acute episode across the health-care system.
- VizBe: A digital, goal-setting platform and resource center that helps people achieve personal and professional success with the proven power of visualization.

Judges for the evening include Amy Butler, Executive Director of OU INCubator and the Clean Energy Research Center; Patti Glaza, Vice President of Invest Detroit and Managing Director of Detroit Innovate and First Step Fund; Derrin Leppek, Director of the Macomb Community College Center for Innovation & Entrepreneurship; Wendy Richardson, Business Consultant for the Michigan Small Business Development Center; and Mark Sandri, Business Banking Relationship Manager for Fifth Third Bank.

The finalists' live competition is set for 5-8 p.m. on Thursday, Oct 8, at the Velocity Center. Home to Mac-OU INC, Velocity is located at 6633 18 Mile Rd. in Sterling Heights. Sponsors of the competition include Oakland University, Butzel Long, Fifth Third Bank and Macomb County Department of Planning and Economic Development. This event is free and open to the public. Those interested in attending should contact Joan Carleton at maclnc@oakland.edu or (586) 884-9324

The Macomb-Oakland University INCubator supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/macombouinc.