



For Immediate Release

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Student Business Pitch Winners
County Community Encourages Entrepreneurs

Lyons, NY – November 16, 2022 –Wayne County Kick Start Business Pitch Competition awarded its first round of student entrepreneurs on Wednesday, November 9th at the Conference Center in



County Staff with student applicants and their teachers. Left to Right: County staff Katie Bronson, Red Creek students Nathaniel Holmes (Graba-Java), Hannah MacArthur (X15), Patrick Boyle (Magnify), Clyde-Savannah student Chyna Crocker (Golden Tea), staff Brian Pincelli, Red Creek teachers Nicole Czeck and Ryan Czeck.

Newark, NY. Four student applicants from two school districts submitted business plans and their pitch videos showcasing a variety of ideas such as Nate Holmes' self-brewing coffee mug, Chyna Crocker's mobile boba tea truck, Hannah MacArthur's mystery game app, and the top award winner, Patrick Boyle's app that will identify deep fake photos and videos.



“I was so impressed with the creativity of the ideas and the video productions of these applications,” stated Brian Pincelli, Wayne County Economic Development Director. “You all should be proud, and thank you to the teachers, school districts, and parents who supported them. This is how entrepreneurship is encouraged in our next generation.” In addition to the students, two teachers in the Red Creek Central School District, Mr. and Mrs. Czeck, the business and multi-media teachers respectively, were honored for submitting the most applications from one school district. Cash prizes ranged from \$650 to \$1,500.

Each applicant submitted an executive summary and financial projections as well as their video. Four judges from the local community reviewed and scored the applications using a point system to evaluate their business acumen. “Our judges are really a key part of this program,” stated Katie Bronson, Deputy Director of Economic Development. “They provide honest and independent feedback which we share with our applicants so that they can learn and enhance their business plans for future endeavors.”

The next round of the student pitch competition will begin in spring 2023 with announcements to local school districts. Business development consultation and free online courses are offered by SCORE of Greater Rochester. For more information visit www.WEDCny.com or contact the office directly at 315-946-5919, email wedcny@co.wayne.ny.us.

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