

News Release

FOR IMMEDIATE RELEASE

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Learn to Pitch to Investors Workshop September 3 in Traverse City

TRAVERSE CITY, MI – Pitching to investors is an art form, but every quality investor pitch follows a common narrative arc. The workshop “Learn to Pitch to Investors” will help businesses learn how an effective pitch needs to quickly provide business context, address perceived risks, paint a picture of a future return for the investor, and set the stage for the Q&A after the pitch. The workshop is being held Tuesday, September 3, from 3:00 pm to 4:30 pm at 20Fathoms, 101 N Park St. Suite #220, Traverse City. The workshop is being hosted by the Northwest Michigan Small Business Development Center (SBDC) and is co-sponsored by 20Fathoms. The course will be taught by an experienced entrepreneur who has raised two rounds of angel capital and successfully prepared numerous clients for angel, venture capital, and competitive pitches.

This course has a fee of \$20 and preregistration is required. Registration is available online at SBDCMichigan.org/training. For more information, contact the Northwest Michigan SBDC at sbdc@networksnorthwest.org or 231-929-5060.

About Michigan SBDC

The Michigan Small Business Development Center (MI-SBDC) provides expert assistance at no cost to entrepreneurs looking to start or grow a business. The Northwest Michigan Regional Center is hosted by Networks Northwest and serves the ten county region including: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. For more information, go to: sbdcnorthwest.org.

The Michigan SBDC State Lead Center is located at Grand Valley State University, Seidman College of Business, in Grand Rapids. Michigan small business owners may access the Michigan SBDC services by contacting 616-331-7480 or SDBCMichigan.org.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media



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Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, networksnorthwest.org

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.