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## *Cal Poly Oct. 14 Forum to Feature Elevator Pitch Finalists, Successful Business Launches*

SAN LUIS OBISPO — The final stage of Cal Poly's 2014 Elevator Pitch Competition will be held from 4:30 to 7 p.m. Oct. 14 in the Performing Arts Center Pavilion on campus.

The event is being held as part of the Cal Poly Center for Innovation & Entrepreneurship's first forum of the academic year. The event will also feature a panel of entrepreneurs, from young startup founders to seasoned veterans, discussing the process of launching a business.

"The biggest factor in building a business is taking the first step, releasing fears and starting now," said forum panelist Sander DiAngelis, a Cal Poly business graduate and founder of Moja Outdoors.

During the first hour of the forum, the final round of the fifth annual Cal Poly Elevator Pitch Competition will be held, giving students 90 seconds to pitch their ideas to a panel of judges. The winner will receive \$1,000 and a chance to compete at the national finals in November in Chicago. Additional prizes include a freshman award, audience choice award, and cash prizes. Last year's winner, Quincy Freeman, who pitched her line of customized boots, won the grand prize at the national competition in Chicago — a first for Cal Poly.

The panel portion of the evening will take place from 6 to 7 p.m. It will be moderated by Jonathan York, professor in the Orfalea College of Business and faculty director of the CIE. Panelists include DiAngelis; Alex DeNoble, executive director of the Lavin Entrepreneurship Center at San Diego State University; and Jo Anne Miller, founder of local angel group SLO Seed Ventures. A fourth panelist will soon be announced.

CIE Forums are intended to unite the Cal Poly and San Luis Obispo entrepreneurial communities. Guests network with local and national innovators, meet student entrepreneurs, and learn more about CIE resources and services.

The events are free and open to the public; advance registration is required. To register, visit: [octoberforum2014.eventbrite.com](http://octoberforum2014.eventbrite.com).

### **About the Cal Poly Center for Innovation & Entrepreneurship**

CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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