



18 Entrepreneurs 'hone their pitch' at 11-12 Pitch Boot Camp

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Hyannis, MA: Getting funding is critical to new ventures. And the pitch gets that money. To increase their chances, the Cape Cod Chamber of Commerce sponsored a Pitch Boot Camp on Saturday, November 12th, giving 18 entrepreneurs time and feedback for a day of practicing their pitches. Ten teams practiced, honed, and presented their 5-minute pitch to their peers and seasoned coaches and mentors, who gave up their Saturday to help, encourage and support the entrepreneurs. These were Cliff Robbins, Todd Ducharme, Warren Rutherford, Fred Rice, Alan McGillivay, Larry Hill and Marsha Osterer.

This event is part of the continuing Entrepreneurs' Weekend series, designed to launch new business ideas on Cape Cod.

Practice makes perfect, and the teams noticeably improved their pitches over the course of the day. The final pitches were judged by four experienced funders: Jeannine Marshall of Coastal Community Capital, Bill Hulbig of IncapX/Cotuit Capital, Mark Watson of Keel Asset Management, and Andy Sterge of Bay Angels.

Teams included veterans of previous Entrepreneur weekends now ready to grow their businesses, and others joining from on and off Cape to take part in one of the official events of Global Entrepreneurs Week. Most reflected the types of businesses and services with real growth potential here on the Cape: renewable energy, green businesses, financial and healthcare services.

Working in the Solarium at CCCC's LoRusso Building, the group started with coffee and worked well past dinner. Judith Underwood of Brown to Green Solar commented: "It was a great program and we received instructive and constructive criticism. I know we could commute to Boston or NYC for a similar experience, but isn't it great that we can participate here...especially as we are working hard to build a solid business so we can stay on the Cape and continue raising our families here."

With the chamber's Entrepreneur in Residence Peter Karlson keeping the day moving, encouraging, inspiring and keeping them on track, the entrepreneurs' day was formatted to give immediate feedback and have forward thinking conversations with the advisors and mentors from a range of fields. Bill Donohue, the winning presenter with CarePoint Solutions said: "What a pleasure to share the experience of the boot camp, and most of all, to mutually share our entrepreneurial passions! It was a privilege to come to appreciate and compare our varied business models, and especially to share in the excitement of each of your visions. The opportunities were as diverse as the personalities, and the passion evidenced in each of those presentations was inspiring. Watching each presentation evolve and iterate was as fun as it was fascinating. I got so much out of the workshop, and I can't imagine a more supportive, friendly group of collaborators."

Carl Perrson, founder of Creek Power: *“This was a very productive day for us all as every team improved greatly in its ability to communicate its message and to pitch potential suppliers of capital.”*

The next Entrepreneurs’ Weekend event comes this March, with a new [LinkedIn site](#) created to keep the conversation going.

The business plan competition was organized by the Cape Cod Chamber of Commerce. Thanks to those who helped get the word out: Coastal Community Capital, Cape Cod Technology Council, Cape Cod Community College, Cape Cod Young Professionals, Cape Cod EDC, Community Development Partnership, MASBDC, Cape & Islands Workforce Investment Board and the Southern New England Entrepreneurs Forum.

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