



Springfield Technical Community College student Anthony Grandoit wins pitch contest

grinspoon.jpg

Anthony Grandoit, a Springfield Technical Community College student took first place at the Grinspoon Foundation elevator pitch contest.

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SPRINGFIELD _ Anthony Grandoit, a **Springfield Technical Community College** student took first place at the Awards Ceremony & Banquet for the Harold Grinspoon Charitable Foundation's Entrepreneurship Initiative. elevator pitch competition pitching a "faster, cleaner, convenient way to keep your baby fed".

Facing a crowd of more than 450 attendees,. Grandoit convinced a panel of bank judges that his pitch for Baby Keurig was the best.

Mike Mullen from UMass Amherst took second place for his business concept Kloudbook, a mobile app to keep track of all of your contact information. Finally, Scott Abdow, a student at Greenfield Community College, took third place with Game On!, an event-based entertainment center for card and board gamers.

Representatives from six area banks once again sponsored the elevator pitch competition at the Awards Ceremony & Banquet for the Harold Grinspoon Charitable Foundation's Entrepreneurship Initiative. They also served as judges at the annual event held on April 30th at the Log Cabin in Holyoke, MA. The banks are: Berkshire Bank, Country Bank for Savings, First Niagara Bank, PeoplesBank, United Bank and Westfield Bank.

An elevator pitch is an overview of an idea for a new business. The name reflects the fact that a pitch can be delivered in the time span of an elevator ride, roughly 90 seconds. The term is used when an entrepreneur pitches an idea to a venture capitalist to receive funding. The live event featured 15 students representing each of the 14 participating local colleges: American International College, Amherst College, Bay Path College, Elms College, Greenfield Community College, Hampshire College, Holyoke Community College, Mt. Holyoke College, Smith College, Springfield College, Springfield Technical Community College, University of Massachusetts, Western New England University and Westfield State University.

First, second, and third place winners received \$1000, \$750 and \$500 respectively. Each student received \$100 for participating.

The Entrepreneurship Initiative is one of many Western Massachusetts initiatives supported by the philanthropy of Longmeadow resident and businessman, Harold Grinspoon.

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