



**FOR IMMEDIATE RELEASE**

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**The WNY Consortium of Higher Education  
To Host 3<sup>rd</sup> Annual WNY Student 2 Biz Challenge  
April 10, 2015, Hilbert College (see 2<sup>nd</sup> page for agenda)**

The WNY Consortium of Higher Education (Consortium), in partnership with its 21 member institutions proudly announces its 2<sup>nd</sup> Annual WNY Student 2 Biz Challenge. This regional competition pits 21 student teams from seven (7) Consortium institutions in a student pitch competition with the top 8 teams going to Albany for over \$500,000 in prizes. The WNY competition offers students opportunities to compete along six tracks: Biotechnology/Health Care, Nanotechnology, Energy Sustainability, Information Technology/Software, Products/Services, and Entrepreneurship/Nonprofit. This competition is billed as critical to building the entrepreneurial ecosystem that Western New York seeks to build with its 43 North competition and numerous entrepreneurial events/competitions and technology incubators.

This year's competition was planned by a steering committee representing Canisius College; Daemen College; Medaille College; SUNY Fredonia; University at Buffalo School of Management's Center for Entrepreneurial Leadership; University at Buffalo Office of Science, Technology Transfer and Economic Outreach, and the WNY Innovation Hot Spot. The sponsors of the competition include: **Lead Sponsor:** The WNY Innovation Hot Spot, **Supporting Sponsors:** The WNY Consortium of Higher Education and Hilbert College. Judges for the competition come from the venture capital and technology sectors and include a number of WNY entrepreneurs.

**The competition will be held April 10, 2015, at Hilbert College in Swan Hall.** Key times on the day's agenda:

8 a.m. to 8:20 a.m.	Welcome
12:30 p.m. to 12:40 p.m.	Top two Teams in Each Track Announced AND Top Teams Announced for the Best All-Around Pitch finale
2:00 p.m. to 2:20 p.m.	1 <sup>st</sup> and 2 <sup>nd</sup> Place Best All-Around Pitches Announced

The 1<sup>st</sup> Place, Best All-Around Pitch will win \$1,500 and will be presented with the "traveling" Best All-Around Pitch trophy to display for a year at their institution. 2<sup>nd</sup> Place, Best All-Around Pitch will win \$1,000.

The WNY Consortium of Higher Education has been in existence since 1967 and in 2007, supported by a grant from The John R. Oishei Foundation, undertook a comprehensive review of the higher education sector in Western New York. The analysis identified a significant impact; over \$4.6 billion economic impact, 32,000 full- and part-time staff, and 119,000 students. Moreover, the analysis identified numerous opportunities to positively impact the region as members of the Consortium. In 2009, the Consortium hired an executive director to implement three strategic goals; attract students, engage students, and retain graduates in WNY; enhance economic development; and expand Inter-Institutional Collaborations (see [www.wnycollegeconnection.com](http://www.wnycollegeconnection.com)). Over the course of five years, the Consortium has achieved a number of strategic milestones and embraces the sector's role in growing the WNY region.



**Lead Sponsor**  
[www.wnyinnovationhotspot.com](http://www.wnyinnovationhotspot.com)



## WNY Student 2 Biz Challenge

### Schedule for Day

**ALL Activities Start Promptly.**

**Networking Breakfast and Lunch are provided at no cost in the West Herr Atrium & Swan 123/124.**

Time	Activity	Student
<b>Union Room</b>		
7:00 a.m. to 7:50 a.m. Atrium	Registration & Networking Breakfast	West Herr
7:50 a.m. to 8:00 a.m.	Move to Swan Theater	Swan Theater
8:00 a.m. to 8:20 a.m.	Welcome	Swan Theater
8:20 a.m. to 8:30 a.m. Assignments	Move to Session Rooms	See Room
8:30 a.m. to 11:30 a.m. Assignments	Session Competitions	See Room
10:00 a.m. to 11:30 a.m.	<b>Social Enterprise 101</b> , Andrew Delmonte, Social Enterprise Coordinator, SUNY Buffalo State, Small Business Development Center	Room 206
11:35 a.m. to 11:50 a.m. Assignments	Judge's Tabulations Conducted in Assigned Rooms	See Room
11:30 p.m. to 12:20 p.m.	<b>Networking Lunch: <i>Biotechnology/Healthcare &amp; Information Technology/Software</i></b>	<b>Swan 123/124</b>
11:30 p.m. to 12:20 p.m.	<b>Networking Lunch: <i>Social Entrepreneurship/Not-for-Profit Atrium AND Products &amp; Services</i></b>	<b>West Herr</b>
12:30 p.m. to 12:40 p.m.	Top Teams to Compete for Best All-Around Pitch Announced	Swan Theater
12:40 p.m. to 1:40 p.m.	Top Teams Compete for Best All-Around Pitch	Swan Theater
1:40 p.m. to 2:00 p.m. Rooms	Judge's Deliberation	Presentation
2:00 p.m. to 2:20 p.m.	Best All-Round Pitch Announced & Closing Remarks	Swan Theater