



FOR IMMEDIATE RELEASE

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The WNY Consortium of Higher Education Announces its Best All-Around Pitch Winner and Regional Qualifiers for NYS Business Plan Competition!

The WNY Consortium of Higher Education (Consortium), in partnership with its 21 member institutions proudly announces the Best All-Around Pitch winner for its 3rd Annual WNY Student 2 Biz Challenge. This regional competition pitted 21 student teams from eight Consortium institutions in a student pitch competition with the top 7 teams going to Albany for over \$500,000 in prizes. The WNY competition offered 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 foundation of the entrepreneurial ecosystem for Western New York and connects to other entrepreneurial catalysts like the WNY Innovation Hotspot, 43 North, Launch NY, DIG, Z80 Labs, UB STOR and the SUNY Fredonia Technology Incubator.

The winner of the Best All-Around Pitch is:

InteractiveX, University at Buffalo

The runner up of the Best All-Around Pitch is:

Photozyne Biotechnologies Inc., University at Buffalo

The 1st Place, Best All-Around Pitch won \$1,500 and was presented with the “traveling” Best All-Around Pitch trophy to display for a year at their institution. 2nd Place, Best All-Around Pitch won \$1,000.

In addition to our Best All-Around Pitch winners, the following 7 teams have been selected to represent WNY in the New York Business Plan Competition (NYBPC) at the SUNY College of Nanoscale Science and Engineering in Albany. “The 2015 NYBPC will again feature regional competitions in New York’s 10 Regional Economic Development Council zones – Capital Region, Central New York, North Country, Mohawk Valley, Finger Lakes, Western New York, Southern Tier, Mid-Hudson, New York City, and Long Island. The top teams from each of the 10 regions will go head-to-head for the grand prize at CNSE’s Albany Nanotech Complex on April 24, 2015.” Over 550 student teams from over 60 NYS colleges and universities will have participated in the competition.

WNY Student 2 Biz Challenge State Qualifiers

Biotechnology/Healthcare

Photozyne Biotechnologies, Inc., University at Buffalo

Bio-LITE, University at Buffalo

Entrepreneurship/Non-Profit

The Veteran's Physical Therapy Service, Daemen College

Information Technology/Software

Instrans, University at Buffalo

Pseudo Eye, University at Buffalo

Products/Services

InteractiveX, University at Buffalo

Buffalo Automation Group, University at Buffalo

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). 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.

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