



## **2017 Road Pitch Schedule and Prize Package Announced**

FOR IMMEDIATE RELEASE

Shelburne, Vermont.... The fourth annual FreshTracks Road Pitch, a five day motorcycle tour of Vermont in which a gang of “business bikers” (comprised of investors, entrepreneurs and business advisors) ride around the state and stop in ten Vermont towns to listen to entrepreneurs pitch their business concepts, will be held July 31st through August 4<sup>th</sup> 2017. Entrepreneurs interested in pitching their concept or business to the riders should contact one of the local organizers noted below in order to apply for a pitch slot. At each of the 10 stops the riders will award a “Riders Choice Prize” of \$500 and a special edition “Vermont Biker Bear” contributed by Vermont Teddy Bear. Each stop is open to public viewing. For information about Road Pitch, this year’s event, the riders, and valuable pitching tips, visit [www.roadpitch.co](http://www.roadpitch.co).

The schedule and local organizer contact for each event is as follows:

July 31st morning Essex Junction, contact: Greg Morgan - [gsmorgan@yahoo.com](mailto:gsmorgan@yahoo.com)

July 31<sup>st</sup> afternoon Grand Isle, contact: Jan Marinelli - LCIEDC [jan@champlainislands.com](mailto:jan@champlainislands.com)

August 1<sup>st</sup> morning Lowell, contact: Trish Sears - [trish@kingdomcommons.com](mailto:trish@kingdomcommons.com), Steven Mason [steve@kingdomcommons.com](mailto:steve@kingdomcommons.com)

August 1st afternoon Rutland, contact: Lyle Jepson - [lyle@rutlandeconomy.com](mailto:lyle@rutlandeconomy.com)

August 2nd morning Bennington, contact: Brian McKenna - [brian.mckenna@dbmckenna.com](mailto:brian.mckenna@dbmckenna.com)

August 2<sup>nd</sup> afternoon Brattleboro, contact: Orly Munzing - [orlymunzing@gmail.com](mailto:orlymunzing@gmail.com), Jim Verzino [jim@strollingoftheheifers.com](mailto:jim@strollingoftheheifers.com)

August 3<sup>rd</sup> morning Vermont Tech, Randolph, contact: Laurel Butler - [LButler@vtsbdc.org](mailto:LButler@vtsbdc.org)

August 3<sup>rd</sup> afternoon Barre, apply here: <https://revitalizingwaterbury.forms.fm/central-vt-road-pitch-2017-2>

August 4<sup>th</sup> morning St. Johnsbury, contact: Lorna Higgs - [lhiggs@nvda.net](mailto:lhiggs@nvda.net)

August 4<sup>th</sup> afternoon Hyde Park, contact: John Mandeville - [john@lamoilleeconomy.org](mailto:john@lamoilleeconomy.org)

There will be final statewide “Pitch-Off” event which will be sponsored by and held at Champlain College. The top Road Pitch participants from around the state will be invited to pitch for a grand prize of \$4,000 and a year’s worth of mentoring from the Road Pitch Riders. “We are pleased that Champlain College has again agreed to host the final Road Pitch Pitch-Off event during 2017,” said Cairn Cross, Road Pitch Founder and Co-Founder of FreshTracks Capital, “The final event will bring together the best pitches from the summer’s Road Pitch for one final pitch competition. As with our other Road Pitch events, the final event is open to the public.”

“We are able to offer these prizes through the generous sponsorship provided by Vermont Department of Economic Development, Champlain College and Champlain College’s BYOBiz program, Burlington Bytes, Merritt & Merritt, Key Bank, Gallagher Flynn and Company, Moulton Law Group, Social Sentinel, Vermont Teddy Bear and EMBOLDIA” said Cross, “each of these sponsors plays a key role in the statewide entrepreneurial ecosystem and we are happy for their support.”

Last year riders listened to 50 pitches from a wide variety of Vermont entrepreneurial companies including food and beverage product companies, software companies, advanced manufacturing companies, clothing companies and natural products companies.

The goals of Road Pitch are to connect Vermont entrepreneurs to resources such as capital and advice, advocate for entrepreneurs throughout the state, help entrepreneurs polish and refine their pitching skills, showcase entrepreneurship through a highly visible annual event, find investible opportunities for private investors and source capital for entrepreneurial businesses, and promote motorcycle touring in Vermont while having fun and riding safely.

“For me, the Road Pitch show is Vermont's special way of welcoming and supporting startups like 'Clustas LLC' to the business community,” said Rollin Rachele, founder of Clustas. “We had a blast presenting to the bikers in Rutland and at the final competition at Champlain College and it was definitely worthwhile.”

“Our third-year partnership with the Road Pitch competition has been a great opportunity for Windham County,” said Orly Munzing, founder and executive director of Strolling of the Heifers. “The competition has provided our local small businesses feedback from experienced / successful entrepreneurs and investors. The preparation for the Road Pitch competition helped our contestants gather the necessary information and answer poignant questions at an early stage of a business that is needing to scale up.”

About Road Pitch: Road Pitch is a multi-day motorcycling event where motorcyclists with investing, business advising or entrepreneurial experience ride through Vermont stopping in small towns to listen to entrepreneurs pitch their business concepts. Riders provide advice, connect the entrepreneurs with resources where appropriate, and occasionally make an investment in a business opportunity. The ride also promotes Vermont as a terrific place to do business as well as a perfect motorcycling destination with lots of scenic twisting roads, picturesque small towns, and plenty of locally sourced food and beverage. Road Pitch was founded in 2014 by Cairn Cross, Co-founder of FreshTracks Capital.

