



The mission of the Brown Forum for Enterprise is to foster a culture of innovation and enterprise within Rhode Island and to be a focus for entrepreneurship activity within the state and region.



Co-Organized by the  
RI Business Plan Competition

### **\$1K Rhode Island Elevator Pitch-Off**

Thursday, Nov. 9, 2006  
Brown Rudnick Berlack Israels  
121 South Main Street  
5:00 – 7:00P.M.  
Networking reception to follow

#### **DIRECTIONS**

*The \$1K Rhode Island Elevator Pitch- Off, sponsored by the Brown Forum for Enterprise and the Rhode Island Business Plan Competition, will be a high-energy, lively evening where you will have 90 seconds to present your idea to a diverse audience and panel of judges.*

*This 90-second period represents the time you'd have to share a long elevator ride with that potential investor. This is a great opportunity to get your idea in front of investors, gather valuable feedback, potentially meet new teammates or advisors, and possibly win some cash!*

**Presenter signup is now closed.**

**This event is open to the public – even if you are not presenting your business idea, this is a great opportunity to learn about exciting new ideas!**

**Registration is now closed.**

## **JUDGES**

Peter Dorsey - Vice President, [Business Development Company of RI](#)

Maryann Pernorio – Consultant, Strategy and Finance

Barbara Schoenfeld – Principal, [Ligature Partners, LLC](#)

Phyl Speser – CEO, [Foresight Science & Technology](#)

Danny Warshay, Founder and Managing Director, [DEW Ventures](#)

## **\$1000 CASH PRIZE**

Grand Prize (1): \$300

Runners-Up (2): \$200

Consolation Prize (6): \$50

## **JUDGING CRITERIA**

- 1) Presentation quality (enthusiasm, organization, preparation)
- 2) Explanation of business concept (ability to effectively communicate)
- 3) Market/commercial opportunity, (how the proposal solves a problem, advantages, etc.)