

SPIN, PITCH & SELL –Grand Rapids and Muskegon/Lakeshore

A “Shark Tank”-type event sanctioned by Michigan Inventors Coalition and locally sponsored and funded by ITEX Trade Exchange/West Michigan Barter Company

Bring your idea, invention or business to life and get the seed capital you need to do so by competing in the local **Spin, Pitch & Sell** event sanctioned by *Michigan Inventors Coalition* and your local Inventors Network chapter.

Barter is a business tool recognized and utilized, in some form, by more than 85% of all businesses in the U.S. *ITEX Trade Exchange*, the country's largest barter organization, is providing awards of \$1000 - \$2000 in its virtual currency, the ITEX Trade Dollar, to several winners of the local competitions. In addition, winners will receive free membership in ITEX Trade Exchange and will be provided with an additional line-of-credit. Local winners will also be eligible to compete in the statewide **Spin, Pitch & Sell** Competition at MSU in Lansing in September.

The winners of the event can use their ITEX Trade Dollars and line-of-credit to purchase the necessary products or services they need to start their business...

- advertising
- printing
- banners
- tradeshow displays
- signage
- office rent
- website design
- graphic design
- logo development
- mobile app development
- attorney services
- video production
- website hosting
- accounting/bookkeeping
- business consultation
- telephone systems
- credit card processing
- business cards, letterhead
- computer repair
- IT services
- packaging
- product
- public relations
- travel accommodations
- marketing consultant
- employee perks
- customer gifts
- contractor services
- trademark services
- copywriting

In addition, ITEX will generate immediate customers for the new business by promoting its product/service to the 24,000 ITEX members in the ITEX Cashless Marketplace nationwide.

Register Today!

www.WestMichiganBarter.com



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Spin, Pitch & Sell Local Event Application

Five finalists will be chosen from the applications submitted to compete in each local competition. Only one invention, productline or business can be submitted, no multiple entries, so pick your best one.

*This is an opportunity to take your product to market via barter--to **get immediate customers**, gain customer feedback **and save cash** by utilizing your trade dollars to buy the start-up items necessary to get your business going.*

Muskegon submission deadline: March 31st; Final Event in April

Grand Rapids submission deadline: April 17; Final Event in May
(finalists will be notified 2 weeks prior to each final event)

Email this completed form to: **david.turner@itex.net**

In which local competition do you want to participate? Muskegon/Lakeshore Grand Rapids

About You

Name: _____

Business/Product Name: _____

Email address: _____

Website: _____

Phone: _____

Address: _____ City: _____ Zip: _____

What is your business/work background?

About your idea, invention or business concept

Give a brief description about your idea, invention or concept:

Who is your ideal customer? Describe them...

Who are your competitors?

What is the current stage of your business? How far along are you? What's been done so far?

Is there currently a product or operable service? Yes No

How soon can you be ready to sell something to your first customer?

Now 1-4 weeks 2-3 months 3-6 months 6-12 months

What is the estimated price of your product/service?

What is your estimated cost of your product/service?

What particular needs do you have? What will it take to get your business started?

How much capital do you estimate that you need to start your business?

Will this be a full time or part time endeavor?

What is your goal for this idea, invention or concept?

