

Center for Entrepreneurship & Innovation

Elevator Pitch Competition Webinar



Fall 2024
December 6, 2024



Center for
**Entrepreneurship
& Innovation**

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Special Thanks to Our Elevator Pitch Sponsor



Chowdhry Family

A very special thanks to the Chowdhry Family for their generous donation to this program

In memory of Pradeep Chowdhry,
an entrepreneurship professor at EMU and
past director of the CFE



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Meet the Participants

Robert Brown

General Studies

Ashley's Pet Sitting Service

RentLoop is an online platform that simplifies the rental process for college students and landlords through offering convenience, advertising, and ancillary services.

Rylee Curley

Arts Management

Wondercord

Wondercord is an animated series blending sci-fi and fantasy, following ten diverse characters through interconnected game worlds.

Summer Embill

Management

Essence of Arabia

Essence of Arabia offers personalized perfumes crafted with authentic ingredients from Saudi Arabia



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Meet the Participants

Fatemeh Fallah

Polymer and coating

PureCoat

PureCoat offers an eco-friendly, sol-gel, coating that replaces toxic hexavalent chromium in metal plating.

Bertrina Thomas

*Music - Special
Education - Arts
Management*

Circle of Arts Creative Learning Center

Circle of Arts Creative Learning Center is an early childhood education center that integrates performing arts with personalized instruction to foster creativity in children aged 2–8

Khongorzul Tseesuren

*Business Admin &
Economics*

GreenLoop

GreenLoop is an e-waste recycling solution featuring user-friendly kiosks that allow individuals to responsibly dispose of small electronics while earning eco-rewards through a gamified experience.



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Meet the Judges



Jose Figueroa
SPARK East
Business Program Manager



Scott Taylor
MI-SBDC Tech Team
Product Development and
Strategies



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Stay Connected

Established in 1986, EMU's Center for Entrepreneurship (CFE) strives to enhance a culture of entrepreneurship in the EMU community by supporting a strong entrepreneurship curriculum and offering a variety of co-curricular programs. The CFE also encourages local entrepreneurship by engaging EMU students and faculty in innovation, business creation and growth in southeast Michigan.



emich.edu/cob/centers-institutes/center-for-entrepreneurship.php