



Rotary Veterans Initiative

A Project of The Foundation for Enhancing Communities



powered by Penn State



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Final Pitch Event of Veterans Business Bootcamp

The Harrisburg LaunchBox, powered by Penn State, and the Rotary Veterans Initiative (RVI), a project of The Foundation for Enhancing Communities, will conduct the Final Pitch Event of their Veterans Business Bootcamp at 6 p.m., Wednesday, Nov. 17th in the Madlyn Hanes Executive Boardroom (Room C300) of Penn State Harrisburg's Olmsted Hall.

The 'Vetpreneurs' shown below will pitch their business plans and compete for a total of \$7,500 of seed funding for their new businesses. The winning presenter will receive \$3,500.

<u>Company</u>	<u>Founder</u>
Digital Craftsman Homes	Anthony Jellen
BeeVille Labs	Kevin Chester
Gods Biggest Fan Apparel, LLC	Daysha Smith
Little Loyalsock Berry Farm	Thomas Conner
Men of Sharon & Company	Harry Graham

These Vetpreneurs participated in a rigorous 8-week program to refine their business plans and pitches, including 1-to-1 coaching and mentoring by subject matter experts from Harrisburg LaunchBox, Penn State Small Business Development Center (SBDC), and Ben Franklin Technology PARTners.

The Master of Ceremonies for the final event will be **Annie L. Hughes**, Director, Harrisburg LaunchBox and Management Consultant, Penn State SBDC. The three expert judges will be **Zanetta Kok**, Founder, and CEO of Sydney Coffee Company; **Sharina Johnson**, Founder and CEO of Arcana Recovery; and **John Tile**, Chapter Chair & Mentor, Susquehanna SCORE, and Adjunct Professor of Business and Marketing.

Annie L. Hughes said, “We are proud of all that our finalists accomplished over the last 8 weeks. Many were new to business planning and pitching. They’ve come so far. We are excited to support them on Wednesday as they pitch for seed funding.”

Rick Coplen, RVI Chair, said, “We look forward to someday standing beside one of these beaming Vetpreneurs as they open their new business in Central PA! We are proud to support them as they achieve their career dreams, provide family-sustaining jobs, and enhance the economic vitality and civic-mindedness of our communities.”

Harrisburg LaunchBox is an entrepreneur's hub, connecting Pennsylvania entrepreneurs to resources to build scalable and sustainable business models with viable strategies for growth. It offers startup accelerator boot camps, 1:1 coaching and mentoring, workspace, elevator pitch competitions, and legal and intellectual property services.

RVI’s mission is to help veterans succeed by supporting their education, training, and job search opportunities. RVI has previously performed this mission by funding scholarships, books, and digital devices and providing career-focused mentoring for student veterans. This partnership with Harrisburg LaunchBox brings the total RVI investment in Central PA Veterans to date to over \$150,000---helping a total of 215 student veterans.

Penn State Harrisburg requires masks in all their buildings. Please plan to wear masks during this event. This event is also available via Zoom; a link is available upon request from the Contacts listed above. -30-