

**PRESS RELEASE:**

**November 4, 2013**

## **Cumberland Business Incubator Fast Pitch Event Brings Crowdfunding to the Cumberland Plateau**

What if you did a mash-up of “Shark Tank” and “American Idol”, except with entrepreneurs and supporters instead of vocalists and celebrities?

The Cumberland Business Incubator (CBI) plans to do just that when it hosts Fast Pitch, the Cumberland Plateau’s first crowdfunding event, on November 22<sup>nd</sup>.

After weeks of workshops and preparation, a number of entrepreneurs and would-be entrepreneurs will pitch their business concepts to a live audience. Those in the audience that RSVP for the event will distribute 500 “CBI Bucks,” to those entrepreneurs providing the Fast Pitch of their business concepts. Recognition awards will be presented based on the voting with CBI Bucks.

“CBI’s Fast Pitch simulates a significant way in which early-stage entrepreneurs seek and obtain seed capital,” says Holly Hanson, Director of the Cumberland Business Incubator. “During this event, the audience and promising businesses will learn about company strengths and weaknesses, their likelihood for commercial success, and how to improve their pitches. Supporting entrepreneurs in this way is fundamental to the Cumberland Business Incubator’s mission.”

CBI Fast Pitch applications are due by Friday, November 8<sup>th</sup>. They are available by calling 931-456-4910. The Fast Pitch final event begins at 5:30pm on Friday, November 22<sup>nd</sup> at the Cumberland Business Incubator, 2569 Cook Road, Crossville TN. The public is welcome.

Admission to the CBI Fast Pitch event is free. RSVP to 931-456-4910 to have 500 CBI Bucks available in your name to cast your votes for the entrepreneurs of your choice for the Recognition Awards. If you have any questions call the CBI at 931-456-4910.