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Peak25 Announces Virtual Pitch Competition for Upper Peninsula Students

Opportunity to Win \$500 and Showcase Creative Ideas

MARQUETTE, MI - December 17, 2024 – [Peak25](#) collaborators are excited to announce applications are open for the upcoming **Mini Pitch Competition**, an event designed for high school and college students in the Upper Peninsula to showcase their innovative ideas and creative business concepts.

The **Mini Pitch** provides students with an exciting opportunity to present their ideas – whether they are a solo innovator or part of a team – without the pressure of a formal business plan. This virtual competition allows students to submit a short video of up to 3 minutes explaining their idea, business concept, or product for a chance to win a \$500 prize. Students interested in the Mini Pitch can [apply here](#).

[Peak25](#) is a conference hosted by [Innovate Marquette](#) and [SISU: The Innovation Institute at NMU](#). In partnership with the [NMU College of Business](#), Peak25 is hosting the Mini Pitch as part of the Ascent Series– a series of events leading up to Peak25.

MORE

How to Participate:

Eligibility:

High school and college students in the Upper Peninsula are encouraged to participate, either individually or as part of a group.

Submission Details:

- **Video Length:** Up to 3 minutes
- **Content:** Briefly explain your idea, product, or business concept. No established business or formal business plan is needed. Judges are looking for creativity and originality.
- **Deadline:** Submit your video by **January 16th, 2024**

All submitted videos will be reviewed, and 8 selected finalists will be invited to the **Mini Pitch Reception** on **Thursday, January 30th**, where the selected video submissions will be viewed and winners will be announced.

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About Innovate Marquette

Innovate Marquette was established in 2015, adding its name to the twenty one other SmartZones located in the state of Michigan. Our organization exists to transform our community into a thriving entrepreneurial ecosystem, complete with the necessary resources, technology, capital, and array of opportunities to attract top-tier innovators who are looking for a place to put down roots with their scalable technology business or startup. We aim to create an entrepreneurial ecosystem with an emphasis on ventures in outdoor innovation, creative technology, and sustainable technology.

About SISU: The Innovation Institute at NMU

SISU: The Innovation Institute at NMU is an institute for innovation and transformational education encouraging the cultivation of ideas leading to relevant and sustainable university services and academic programs. As an internal hub for innovation, SISU provides a welcoming and inclusive space for members of the NMU

community to bring or generate, collaborate, and develop ideas for programs and services.

About NMU College of Business

The NMU College of Business has a prestigious AACSB international accreditation, and is a Center of Academic Excellence for CyberDefense (a designation by the US Department of Defense and Homeland Security). The College offers a diverse offering of majors for students. With over 700 students and 22 full time faculty, the College of Business provides an exceptional academic experience. Business students complete a foundational 32-credit business core and a 32-credit focused major. This academic experience combines theoretical and practical learning with internships, and case studies.