



“In The Pitch Room”

**Tuesday, July 28, 2015
at 10:30 a.m.**

***Jamaica Stock Exchange
(40 Harbour Street, Kingston)***



CONGRATULATIONS to Joint Winners of the JSE “In The Pitch Room”

Epic Events Rentals Limited and Mount Pleasant Farm

The Jamaica Stock Exchange (JSE) in association with IDB/MIF held “**In The Pitch Room**” on July 28, 2015. This is the third consecutive year of the JSE “**In the Pitch Room**”. This was the first time that the event was being held at the JSE and the first time with MIF’s involvement. “**In the Pitch Room**” is an ideal place for companies to seek funding through venture capital and receive exposure for a business venture in front of a judging panel. It provides the opportunity for one of the companies to win JA\$300,000.00 from the JSE to invest in their business.

The judging panel this year comprised of investors, investments analysts, economists, consultants and representatives from the JSE and MIF.

Five entrepreneurs were shortlisted on the basis of:

- ✓ A concise and clear business plan;
- ✓ A viable product or services and;
- ✓ Clear Marketing Plan

Yesterday, the representatives from each company were given six (6) minutes to pitch their proposals in front of the seven member judging panel to provide clear and concise information on:

- Their product or service;
- The unique value being offered or competitive advantage enjoyed;
- The amount and type of funding being requested and the purpose for which it will be used;
- What percentage stake of the business they were willing to give up

This year saw companies entering from diverse business segments, ranging from technology, financial, event management and value added agricultural products. The presentation by each company was very good and the judges had a very difficult time in separating the companies.

However, in the end the judges declared for the first time joint winners. Epic Events Rentals Limited and Mount Pleasant Farms, an entrepreneurial and an Agricultural Business, were declared joint winners and awarded \$150,000.00 each. They will be considered for funding by investors. The JSE will also explore with all six entrepreneurs the possibility of listing their companies on the Jamaica Stock Exchange’s Junior Market.