

FOR RELEASE ON THURSDAY, JANUARY 27, 2011

Contacts:

Susan Barich
Barich Business Services
831.582.9718
Susan.Barich@BarichBiz.com

Mark Peterson
Peterson Communications
831.626.4400
mark@petersoncom.com



Organizers Launch the Second Annual Monterey Bay Regional Business Plan Competition

*Support from More than 40 Regional Agencies, Organizations and Companies Spurs
Economic Growth and Innovation in the Region*

Marina, Calif. – January 27, 2011 - The organizers of the Monterey Bay Regional Business Plan Competition (www.MBRCompetition.com) today announced the launch of the 2011 Competition and the associated workshops and schedule. The Monterey Bay Regional Business Plan Competition already has the support of more than 40 business, education and government partners from the entire tri-county region that are united to showcase the business potential of the area; support regional start-ups; attract business and investors to the region; encourage business students to become entrepreneurs; and promote tech transfer, innovation and commercialization.

Last year's inaugural competition received more than 60 applications and culminated with Congressman Sam Farr presenting the prize to Lawrence Wallace of Larell Surgical Consultants of Carmel Valley for their innovative process for providing dentures to clients in one hour.

"Our competition was such a fun success last year," said contest organizer Susan Barich. "And this year we have added lifestyle and student tracks, as well as a special category for agricultural technologies. We also have a lot more attention from service providers in the San Francisco Bay Area like DLA Piper, the largest law firm in the world. Our region has had many of the largest technology companies that started here including Seagate, Plantronics, Digital Research, SCO and Borland. We have a history of success and we can attract Silicon Valley start-ups to create jobs in our beautiful corner of the world."

The competition begins with workshops throughout the region during February, with the one-page applications due on February 28th, and culminates with a presentation event and final judging at the Monterey Institute of International Studies on Friday, May 13th. All start-ups that can show how they will create jobs in the tri-county area are welcome to apply. Semifinalists will be chosen from the one-page applications due February 28th to complete full business plans and compete in the final event.

During the May event, finalists will present to panels of angel investors, private investors, successful entrepreneurs, regional CEOs and venture capitalists from groups like the Band of Angels, DLA Piper and Wavepoint Venture Capital. Leading up to that event, the winter and spring will be filled with deadlines for applications and workshops for completion of business plans and presentations which can be found on the competition web site at www.MBRCompetition.com.

Prizes range from \$1,000 cash for the winning student team, to \$5,000 cash for the winning lifestyle company, to \$50,000 in cash and professional services for the winning venture-play company.

Partners involved in the planning and implementation of the competition include California State University at Monterey Bay (CSUMB) School of Business professor Brad Barbeau; Dean of the Fisher

International MBA Program at the Monterey Institute of International Studies Ernest Scalberg; Monterey County Weekly Publisher, Erik Cushman; angel investors Dr. Rock Clapper of the Band of Angels, Chuck Boggs from the Paladin Venture Development, Damon Danielson of Pebble Beach Partners; Susan and Alan Barich from Barich Business Services; David Armanasco from Armanasco Public Relations; Mark Peterson of Peterson Communications; and Chris Khan of Khan-Bernier Consulting.

There are more than 40 regional agencies, organizations and companies involved in supporting the 2011 Monterey Regional Business Plan Competition including: The School of Engineering at the University of California at Santa Cruz, Monterey Peninsula College, The Action Council of Monterey County, The Redevelopment Agency of Watsonville, The City of Gonzales, CSUMB Continuing Education, the City of Santa Cruz, the County of Monterey Redevelopment Agency, the City of Seaside, the City of Hollister, The Economic Development Corporation of San Benito County, the Central Coast Small Business Development Centers at Cabrillo College and CSUMB, the Santa Cruz Chamber of Commerce, Nextspace Innovation & Networking, Inc., and the Monterey Peninsula Chamber of Commerce.

A one-page application for the competition is due on Monday, February 28th by 5:00 p.m. and is available at www.MBRCompetition.com, along with instructions, entry forms and a participation agreement. To get updates on the competition, follow on Twitter at www.twitter.com/MBRBizPlan

###