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For More Information:

Nicholas Robles, 760.848.8230 or nrobles@collegeofthedesert.edu

Riverside County Entrepreneurs to Pitch Ideas at 'Shark Tank' Style Event

The 5th annual Coachella Valley Fast Pitch event for business startups returns in-person to College of the Desert's Indio campus this week, providing feedback on products and concepts and the chance to win cash and prizes.

College of the Desert is a sponsor of the competition, which will be held Thursday, April 7, 2022, from 2:30 to 4:30 p.m. on the campus at 45524 Oasis St. in Indio.

Submissions for the panel have been gathered and local entrepreneurs will deliver a five-minute presentation, followed by five minutes of Q&A. Participants will be judged by a panel of four plus the audience, who will decide whether they advance to the County finale in Temecula on April 27, 2022.

The Coachella Valley event is part of Innovation Month organized by the Coachella Valley Economic Partnership and Riverside County Office of Economic Development. The pool of cash and prizes this year is \$2,500 – the largest ever for the regional event.

"This is an exciting program that can help promising business owners get a start, and it correlates to our innovative programs at College of the Desert," said Superintendent/President Martha Garcia, Ed.D. "Events like these provide the College the opportunity to support students outside the classroom, and that is important since it increases preparation for their future."

For more information, please visit: <https://cvep.com/2022-coachella-valley-fast-pitch/>

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