



TowsonGlobal - International Incubator

TowsonGlobal Brings CrowdPitch to Towson University

On June 16, 2010, [TowsonGlobal](#) collaborated with [Funding Universe](#) to bring CrowdPitch to Towson University. The event gathered more than 70 entrepreneurs and investors in an entertaining and dynamic setting, where selected companies were given four minutes to pitch their ideas to a panel of experts and a live audience. A brief, three-minute Q&A session followed the presentation, in which the entrepreneurs were able give more in-depth information about their business plans.

As many as 55 companies applied to participate in the free event, but only five were selected to present: [ArtiNNet Corp.](#), [MYiLIVE](#), [Port Networks](#), [Tots2Tweens](#), and [WinTheTrophy](#). The winner was selected based on the number of votes received from the audience and the panel of judges: Dave Troy, [Baltimore Angels](#); Rick Faint, [Evergreen Capital](#); Laura Gamble, [Skipjack Partners](#); and Adam Suri, [Maryland State Department of Economic Development](#).

Every audience member received \$100 in “fun money” which they could use to “invest” in the company of their choice at the end of the program. Registration was free and attendees also were treated to lunch.

The first presenter was ArtiNNet who pitched “VoicePass”, a mobile software that uses voice recognition security. It was clear that ArtiNNet’s CEO was knowledgeable in his field as he used his practical experience to his advantage. MYiLIVE, was next, a personalized boutique shopping website currently serving the DC/MD area. MYiLive gave an informative presentation, highlighting their unique service. Port Networks followed with smart WiFi technology, and immediately won the crowd over with humor, eloquence and confidence in the product.

The fourth presenter was Tots2Tweens, a web directory for parents. The presentation was brief, to the point and realistic, backed up by experience from launching a similar service in Australia. The final pitch was made by WinTheTrophy, a legal sports betting and social gaming site. The company had a clear vision of who the consumer was and how they would make their site fun and unique.

In the end, ArtiNNet had the most fun money invested, and was declared winner of CrowdPitch. As a result, the company will receive more than \$8800 worth of prizes, including accounting/financial services, startup support counseling, Amazon web services, and will be profiled in FundingUniverse's newsletter that is distributed to 120,000 subscribers.

“Overall, CrowdPitch was a learning experience for everyone present, a convenient way to get advice from experts, and a great opportunity to build connections,” says TowsonGlobal Director Clay Hickson.