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5 Minutes Tops Brings Youth Entrepreneurship to Downtown Charlotte

On January 26th, downtown at The Hall, youth entrepreneurs in Charlotte will have the opportunity to pitch their ideas to real investors to secure funding for their business ideas. The 5 Minutes Tops pitch competition, started by Eaton RESA's Lucas Schrauben, allows students to present their ideas to a panel of business leaders, who then decide how to divide up funds generated by local business and organizations to the entrepreneurs. Charlotte students have competed in regional 5 Minutes Tops competitions in the past, but this marks the first time that they will compete in a local competition first. The winner not only takes home the largest investment, but also earns a spot in this spring's regional competition at Lansing Community College. From there, students have the chance to move on to LEAP's Lansing Youth Start Up Expo at the Lansing Center!



Coordinated by Charlotte High School, along with the Youth Pillar of CanDo! and the Charlotte Chamber of Commerce, this event has seen a groundswell of local support. Sponsors pledged \$100 each to the event, and include LEAP, the Charlotte Public Schools school board and central office administrators, Al and Sue Hirt, Eaton Federal, Barbara Fulton and Richard Tone, and Candy Ford. Partners pledged \$200, and representatives from their organizations will serve on the judge's panel; they are Dutch Brothers, Insty-Prints, Charlotte Optimist Club, and Consumer's Energy. The Hall is also a partner, as the space for the event was provided at no cost. All total, Charlotte youth entrepreneurs will be competing for a portion of \$1,400 in investments!

Information about signing up for the event is being distributed to students through Charlotte High School and the Relevant Academy, but the event is open to all Charlotte students in 9-12 grades. Additional information and registration can be found at <http://5minutestops.com/>. This is an outstanding opportunity for local, young entrepreneurs to get their businesses off the ground, and thanks to the sponsors and partners, it is one more event that shows the Charlotte community's commitment to excellence.