

Media Advisory



Second Service Foundation Holds Pitch Competition for Military-Connected Entrepreneurs, Gives \$35k Worth of Grants

[Austin, TX - March 9, 2023] – The Second Service Foundation will hold its Military Entrepreneur Challenge pitch competition at MilSpouseFest After Hours on March 9 in Austin, TX to give out grants worth \$35,000. After privately pitching to a judging panel earlier in the day, nine veteran and military-spouse entrepreneurs will be whittled to the top three finalists, who will be announced before immediately pitching their businesses to the live audience for a vote. The winner will take home \$2,000 for social-impact capital and a legal-services package worth \$25,000 from Holland & Knight LLP, while the other eight finalists will each receive \$1,000 grants. Comedian and 2023 Armed Forces Insurance Air Force Spouse of the Year Ashley Gutermuth will follow the award presentation.

Founded in 2016 by serial entrepreneur and veteran Mark L. Rockefeller, the Second Service Foundation, formerly the StreetShares Foundation, is a 501(c)3 nonprofit organization that exists to inspire, providing support through coaching, capital, and resources for the military entrepreneurial community. The Second Service Foundation's programs provide access to capital opportunities, educational content, and mentorship, with over 10,000 entrepreneurs educated through these initiatives. Through entrepreneurship, the Second Service Foundation community has worked to address a number of social challenges facing the military community including health care, mental health, waste management, children and families, unemployment, underemployment, transition, homelessness and disaster relief. Coaching and networking events are held annually to serve military community entrepreneurs nationwide.

Date: March 9, 2023

Time: 6:15 p.m. - 7:00 p.m.

Location: Austin Community College, Rio Grande Campus
1212 Rio Grande St.
Austin, TX 78701

For interested media, please contact:

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