



For immediate release — Thursday, March 6, 2025

Entrepreneurs take the stage seeking top prizes at 2025 Launch Point Pitch Competition Finals

Entrepreneurship in its purest form is at the heart of the Launch Point Pitch Competition, which invites students and community members to pitch their business ideas with a chance to share in \$10,000 of prize awards.

WHAT: Launch Point Pitch Competition

WHEN: Friday, March 7, 1 to 8 p.m.

WHERE: Markin Hall Atrium, University of Lethbridge

The Launch Point Pitch Competition, a collaborative effort between ULethbridge, RINSA, Lethbridge Polytechnic, Catapult, and Community Futures, returns in 2025 with its high-energy platform to elevate early-stage entrepreneurs on their start-up journey. It provides new founders and post-secondary students in the Lethbridge region with an opportunity to pitch, validate and help launch their business ideas.

A total of five competitors in each of the student and community streams have advanced to Friday's pitch finals, at which they will present their ideas to a panel of experts about the need for their business solution, their ability to create and deliver their business idea and their ability to build a sustainable business that will grow over time. The top pitch in each stream wins \$2,000 in prize money, while second and third place pitches earn \$1,500 and \$1,000 each. A Fan Favourite will also win \$250 and the Pitch of the Day grabs \$250.

Community pitches will take place from 1:45 to 2:45 p.m., while student pitches take centre stage from 4:15 to 5:15 p.m. Dr. Hillary Sweet, CEO and co-founder of Kidney-Chek, an early detection kidney disease test screening kit for pets, will deliver a keynote address at 3:15 p.m.

For more information and to view the finalists' pitch videos, check out the [Launch Point Pitch Competition web page](#).

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.