

MGFF Pitch Event

May 6, 2025 | 5:30 - 8:30 p.m.

Lansing Center | 333 E Michigan Ave., Lansing, MI 48933

Application open March 5 - 26, 2025

Does your packaged goods food business help build healthier communities and contribute to a more connected, equitable, and sustainable food economy? If so, read on!

The [Michigan Good Food Fund](#) and its partners at the [MSU Center for Regional Food Systems](#) and [Fair Food Network](#) believe food is a gateway to community health, wealth, and resiliency. That's why we want to hear from Michigan-based food businesses like yours during the 2025 MSU Product Center's [Making it in Michigan](#) event. The event invites food businesses to join a "business pitch" competition for a chance to win funds toward their business.

Prize opportunity

Effectively sharing your business pitch is crucial for success. Talking to a buyer, investor, or loan officer requires you to share your business details in a condensed way.

Michigan-based packaged food businesses have an exciting opportunity to pitch their food product business to a live audience the evening before the 2025 MSU Product Center's Making it in Michigan. Making it in Michigan is a premier food product conference and tradeshow with a meet-the-buyers opportunity.

Three good food businesses will be selected to pitch in front of a live audience the evening of May 6, 2025, in Lansing. The recipient of the awards will be announced by a panel of judges and will receive funds and resources to invest in their business. The prize can be used towards purchases like packaging, ingredients, equipment, real estate purchases, accounting services, web design, marketing services, or other expenses needed to support a good food business.

These awards are sponsored by Michigan Good Food Fund partners, [Lake Trust Credit Union](#) and the [Fair Food Network](#).

- 1st place - \$5,000
- 2nd place - \$3,000
- 3rd place - \$2,000

Next steps to apply

1. Assure that you meet the mission of the [Michigan Good Food Fund](#). Not sure after reviewing the information? Email your business details to Jazmin Bolan-Williamson at bolanwil@msu.edu.

2. Review online resources and other food business pitches available to help you give an effective pitch (check out this [resource](#) from the MSU Product Center).
3. Practice, practice, practice your pitch.
4. Complete this online application between March 5 - 26.
5. When you are ready to go, record a 60-90 video.
6. Save your video in YouTube, Google, or as an MP4 ([find instructions on creating an MP4 recording here](#)).
7. Submit through your video to Jazmin Bolan-Williamson via email at bolanwil@msu.edu or using the <https://filedepot.msu.edu/> by Wednesday, March 26, 2025, 5 PM. ET.

A judging panel of industry representatives will select three businesses to participate in the live event. Selected businesses will be notified by close of business April 11, 2025. Those businesses are expected to:

- Meet with the Michigan Good Food Fund team on Tuesday, April 15, 2025, 1 p.m. ET, to review the live session and a tech check.
- Present their pitch in front of a live audience at Making it in Michigan in Lansing on Tuesday, May 6, 2025. 1st, 2nd, and 3rd place awardees will be announced live during the event.

Rules & Guidelines

- The application will be open from March 5 - 26, 2025. No late entries will be permitted.
- Video submissions will be reviewed by a judging committee of professionals from the food and financing industry.
- To qualify, applicants must complete two steps - 1) submit the online application and 2) provide a video recording.
- Those who have applied but were not finalists in previous years may apply in 2025.
- Videos will be scored on the following:
 - Meeting the mission of the Michigan Good Food Fund.
 - Including mention of the why the business is needed, who buys the product, competitive advantage, financials, entrepreneur's background, and how the award will be used.
 - The business' impact on building healthy communities, racial equity, equitable ownership, local foods, and/or environmental sustainability.
 - How the funds will be used.
- By April 11, three entrepreneurs will be selected to pitch live on May 6.

- Funding for the awards is sponsored by Lake Trust Credit Union and the Fair Food Network, and will be provided by event organizer, MSU Center for Regional Food Systems.