

The DeVoe Division of Business Newsletter

March 2023

Grand in Sixty

Grand in Sixty is an Elevator Pitch competition. An elevator pitch is a quick overview of your business idea that you should be able to deliver powerfully and concisely to a potential investor in your business. The idea of an elevator pitch comes from imagining a scenario where you are riding the same elevator as a potential investor or strategic partner, and you have just 60 seconds or less to pique their interest in your business concept.

There are 2 awards: the **Judges' Choice** and the **Audience Choice**.

- The first impression is critical in capturing the attention of a potential investor or customer.
- The elevator pitch should provide enough information to pique the interest of potential investors and strategic partners. It should provide a clear picture of your business venture, the problem you solve for your customers, and briefly how the business will work. It should be delivered effectively and succinctly.

We need a fun interactive audience on Tuesday! Come and vote for your favorite business idea. Voting will be at the end of the event after all participants have completed their pitches.



The DeVoe Division of Business at Indiana Wesleyan University will be hosting our annual **Grand in Sixty** event in person this year on **April 4, 7-9 p.m.**

Kingdom Advisors Review

Thirteen students, faculty, and staff from the DeVoe Division of Business and Nexus attended the Kingdom Advisors Conference in Orlando, FL. This conference is the premier gathering of the Christian financial industry and hosted speakers like Louie Giglio, Kelly Minter, Paul David Tripp, and worship from The Worship Initiative.



Congratulations to our Graduating Seniors!

Seniors, mark your calendars for our Senior Reception. Please RSVP to Angie with the number that you will be bringing to the reception.

Senior Reception

**JOIN THE DEVOE DIVISION OF BUSINESS
FOR REFRESHMENTS AND AWARDS AS
WE CELEBRATE OUR SENIORS!**

FRIDAY, APRIL 28
AFTER BACCALAUREATE 7:00-9:00 PM
THE STUDENT CENTER COMMONS

Please RSVP to angie.thompson2@indwes.edu

