



August 19, 2020

Ald. Milele A. Coggs  
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## Deadline to apply for The Dolphin Pool is Sunday, August 23rd

*Milwaukee's original pitch contest to support local entrepreneurs*

The Dolphin Pool, Milwaukee's original pitch contest, is back again in 2020 and applications are still being accepted. The event put on by the Riverworks Business Improvement District and Riverworks Development Corporation will select six entrepreneur finalists from the pool of applicants to virtually pitch their start-up to a panel of expert judges. Prizes will be awarded to the top three contestants. Applications are due by 11:59 p.m. on August 23<sup>rd</sup>.

6<sup>th</sup> District **Alderman Milele A. Coggs** encourages local entrepreneurs to apply "The Dolphin Pool represents Milwaukee's entrepreneurial spirit and is a fantastic avenue for local entrepreneurs to showcase their business ideas and receive funding in the process," said Alderman Coggs. "I urge all those with a start-up idea to submit their application prior to Sunday's deadline."

New this year, contestants will be presenting to the virtual world and with the help of videography team Tank Think, finalist will record their pitches and then share them with the community. In addition to the three winners the Community Choice vote will allow the viewers to have a say in who wins a specialized prize package. The event also includes a collaboration with Teens Grow Greens and will give the top two teen teams the chance to share the stage with the finalists. Contestant videos will be showcased on Monday, September 21<sup>st</sup> and the winners will be announced Friday, September 25<sup>th</sup>.

The Dolphin Pool is part of the annual Riverworks Week celebration. More information and application instructions can be found at <https://www.riverworksmke.org/dolphin-pool>.