

EIGHTH ANNUAL

and Announcement of Awards



Murray-Aikins Dining Hall, second floor

SKIDMOR
C O L L E G E



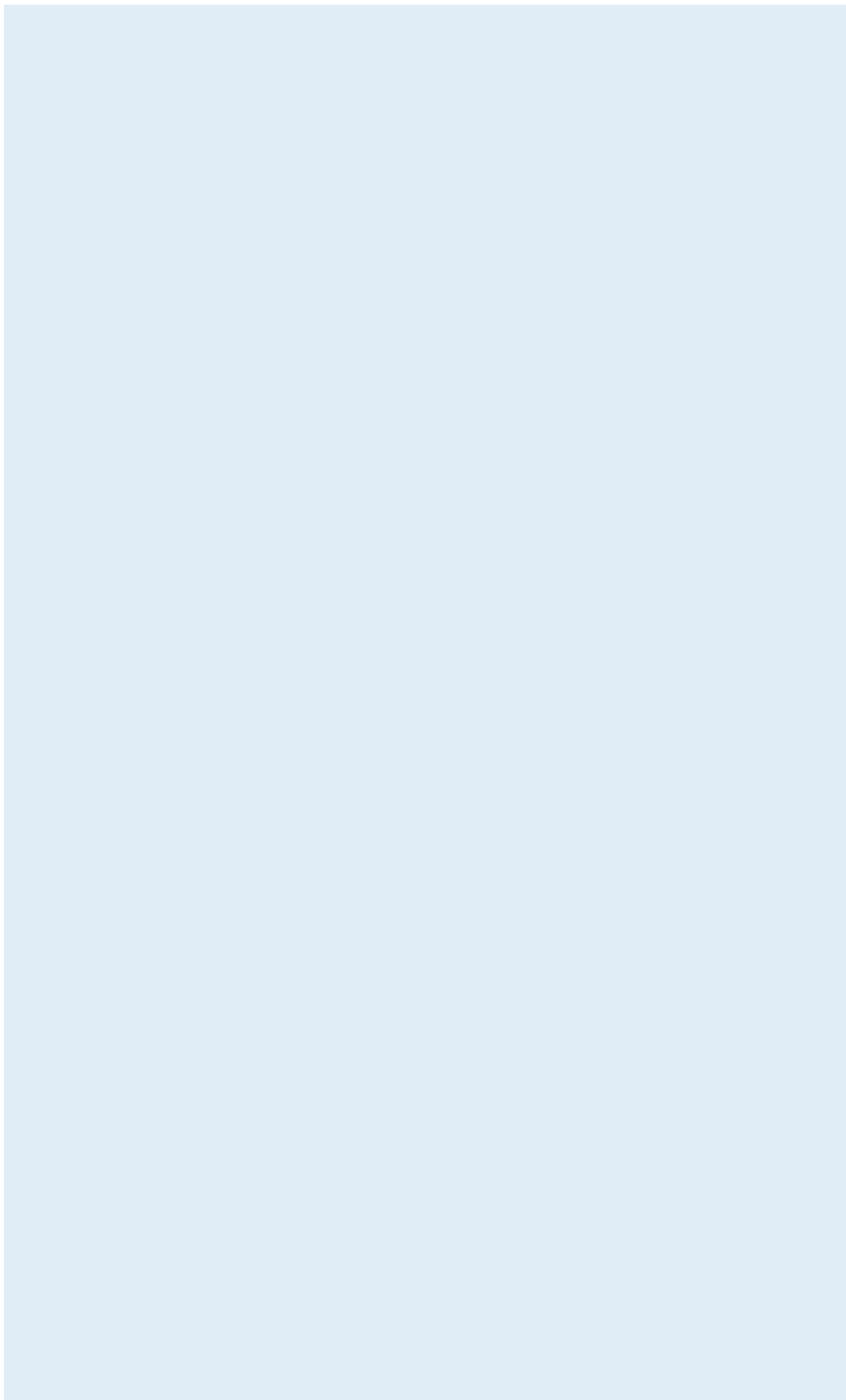
ABOUT THE COMPETITION

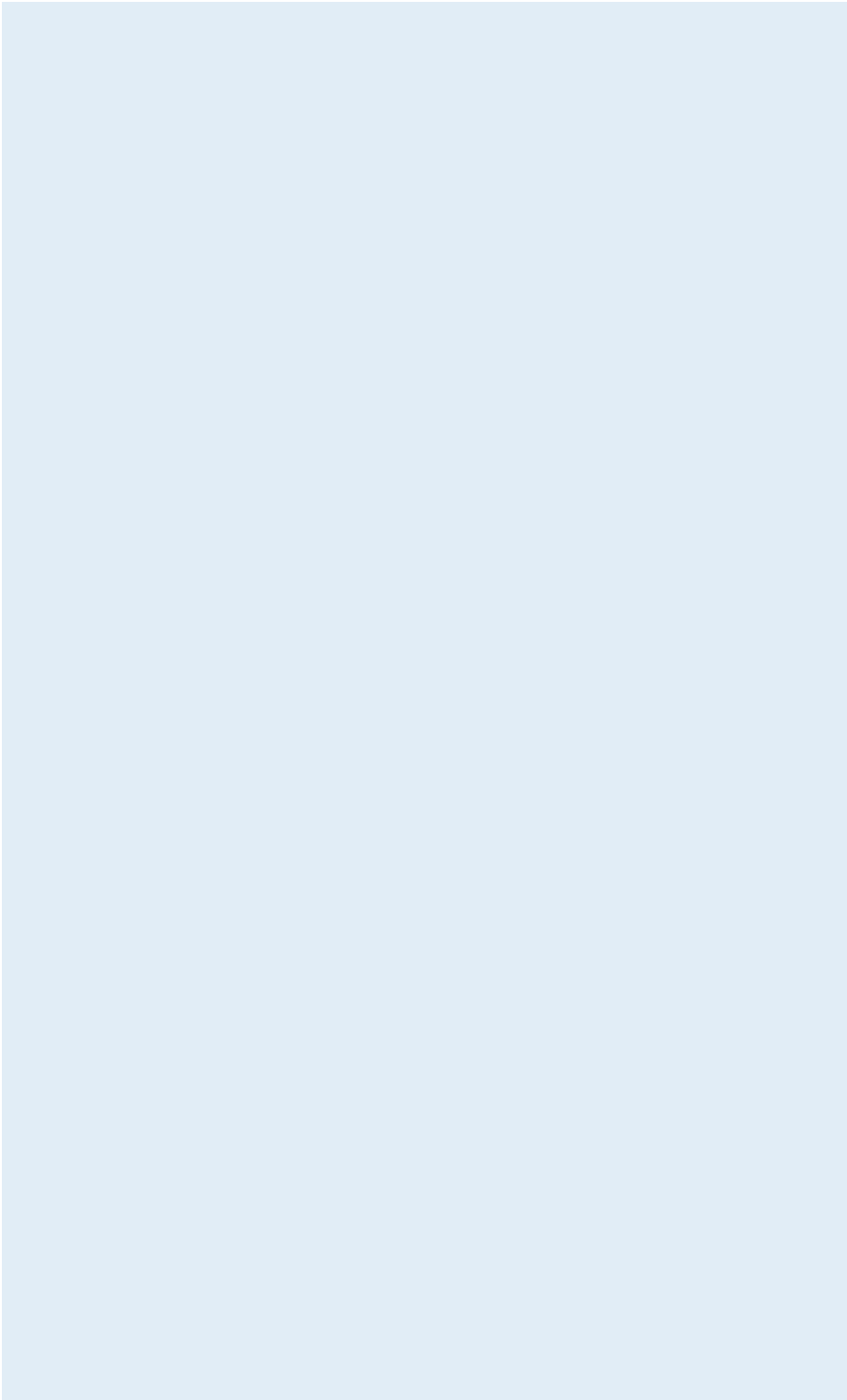
Created with the intent of fostering entrepreneurship and creativity across all majors and disciplines at Skidmore, the Kenneth A. Freirich Business Plan Competition has grown into one of the preeminent competitions among liberal arts colleges nationally. More than 350 students and 225 businesses have entered the competition, which Ken Freirich '90 established in 2010 to encourage students to follow their passions with a transformational entrepreneurial experience.

The 2017–18 competition will award cash prizes and business services valued at \$52,500 to the Skidmore students, or teams of students, who write the best business plans and convince the judges they have a viable business. Awarded in the final round on April 6, the prizes will be \$20,000 for first place, \$10,000 for second, \$5,000 for third, and \$2,500 for fourth. An additional \$15,000 in business services will be awarded to the three top teams.

Freirich himself was a student entrepreneur while at Skidmore; as a sophomore, his first business was publishing a magazine for college students that was distributed on 35 college campuses in three states. Today he is president of Health Monitor Network, a thriving entrepreneurial company that has grown fivefold over the past 10 years.

"There's nothing more rewarding than watching these amazingly talented and creative Skidmore students take on the biggest challenges of their lives and succeed," he says. "When you challenge yourself beyond your comfort level, that's when you really grow and learn. When you start to succeed and hit a home run, that's when you see that the possibilities are endless."





Matt Kavet '94

FOUNDER AND PRESIDENT,
BOSTON AMERICA CORP.

MENTOR

Matt Kavet leads Boston America Corp., a 20-year-old company that designs and distributes an innovative line of licensed novelty candies, lip balms, and energy drinks. The company's products can be found throughout the United States and Canada in more than 10,000 retail locations, spanning a variety of channels. Currently, some of Boston America's strongest items are branded with the likes of Nintendo, *Despicable Me*, Shopkins, and *Rick and Morty*. Creative design, sales, logistics, and distribution are all administered out of the company headquarters just north of Boston. Kavet graduated from Skidmore in 1994 with a degree in business. He currently lives with his wife and two young boys in Cambridge, Massachusetts.

Elizabeth Kigin '10

VICE PRESIDENT,
PERSHING ADVISOR SOLUTIONS

MENTOR

Elizabeth Kigin is a business development officer for Pershing Advisor Solutions (a BNY Mellon company), working with sophisticated wealth managers, investment managers, and family offices as they reevaluate their business and

