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**Caravanserai Project Presents 6th Annual Pitch Competition
and SEED Lab Graduation Event**

*Free community event will be held Tuesday, April 16 from 5PM-7PM
at Annenberg Theater at Palm Springs Art Museum*

PALM SPRINGS, CA (MARCH 28, 2024) – Caravanserai Project, a Palm Springs-based nonprofit and SBA Small Business Development Center, is hosting its 6th annual event highlighting local entrepreneurs who are launching their own small businesses.

The entrepreneurs to be showcased are 2024 graduates of Caravanserai Project’s SEED Lab Pre accelerator, an 8-month intensive training program. Each will be on stage to introduce their new small businesses to a panel of professional judges. Audience members will also be invited to vote for their favorite entrepreneur pitch and the winner will receive \$10,000-worth of business coaching and support.

“Our annual Pitch Competition is always exciting for the audience” said Mihai Patru, Executive Director of Caravanserai Project. “It’s also a meaningful step toward success for these new entrepreneurs in our local community. In our SEED Lab program, they learn to tell the story of their business in a powerful, engaging way.”

The event will also include the presentation of a special honor for “Excellence in Entrepreneurship” to Norma Castaneda, founder of consulting firm HR Advantage, and Chief Operating Officer of Fidelis Health Group. Palm Springs Mayor Jeffrey Bernstein will deliver welcoming remarks.

Members of the community are welcome to attend this free event and can register online at <https://2024graduation.eventbrite.com>

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About Caravanserai Project

Caravanserai Project helps early-stage entrepreneurs to succeed by providing them with training and mentorship, start-up capital, and a supportive network of peers. Since 2018, the organization has served more than 3,000 small business entrepreneurs, the vast majority of whom are women and individuals from historically marginalized and underserved communities. In 2024, Caravanserai Project launched Caravan SBDC, an SBA Small Business Development Center, with the unique specialty of providing entrepreneur training in Spanish.

Visit www.caravanseraiproject.org to learn more.