

**FOR IMMEDIATE RELEASE**

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**Caravanserai Invites the Community to 7th Annual Pitch Competition  
at the Palm Springs Art Museum**

*Free event on April 19 celebrates new local entrepreneurs,  
honors community leaders, and welcomes public participation*

**PALM SPRINGS, CA (APRIL 8, 2024)** – Caravanserai – Alliance for Entrepreneurs invites the public and press to attend its **7th Annual Pitch Competition and SEED Lab Graduation**, a free community celebration spotlighting the Coachella Valley’s next generation of small business leaders. The event takes place **Saturday, April 19 from 3:00 PM to 4:30 PM** at the Palm Springs Art Museum’s Annenberg Theatre.

This high-energy event is the culmination of Caravanserai’s SEED Lab Pre-accelerator, an 8-month intensive training program for early-stage entrepreneurs. Graduates will take the stage to pitch their businesses to a live audience of community members, public officials, and local business leaders. Attendees will vote for their favorite pitch, and the winner will take home the **Audience Award**, plus additional business coaching and support.

“We’re proud to open our doors to the broader community for this celebration of innovation and resilience,” said Mihai Patru, CEO of Caravanserai. “The Pitch Competition gives our entrepreneurs a platform—and the public a front-row seat to the future of small business in our region.”

The event will also include:

- Recognition of Brix & Bubba Espejo, owners of On The Mark Fine Foods, as Caravanserai’s 2nd Annual Entrepreneurs of the Year
- Welcoming remarks from California Assemblymember Corey Jackson
- A chance for attendees to connect with local changemakers and support new ventures

Media outlets are encouraged to cover the event, and all members of the public are warmly invited to attend. Admission is free, and registration is encouraged at [PitchPS.org](https://PitchPS.org).

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**About Caravanserai - Alliance for Entrepreneurs**

Caravanserai supports early-stage entrepreneurs through business readiness training, one-on-one coaching, access to loans and startup capital, and a supportive network of peers. Since 2018, the organization has served over 3,000 small business entrepreneurs in Riverside and San Bernardino Counties, the majority of whom are women and individuals from historically marginalized communities. In 2024, Caravanserai launched **Caravan SBDC**, an SBA Small Business Development Center specializing in Spanish-language entrepreneur training.

Visit [www.caravanseraiproject.org](https://www.caravanseraiproject.org) to learn more.