



# Press Release

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**Contacts:** Paul Jaques (517) 256-9285  
dennis.arouca@gmail.com

## Innovation and Collaboration Wins Again

### *AgHelp Awarded \$7500 in Lansing Greenlight Competition*

[Traverse City, Michigan—March 30, 2018] The first ever Traverse City Regional GreenLight Michigan Business Model competition was held at the TCNewTech monthly event on March 6, 2018. Five startups competed in front of five judges and over 150 attendees for the opportunity to win \$500, mentoring from SCORE, and a place in the state finals on March 28. The winner - AgHelp, a company that developed an innovative app “HELPING AG WORKERS FIND JOBS AND RESOURCES NATIONALLY”.

AgHelp was one of twenty finalists to compete in the sixth annual GreenLight Michigan Business Model Competition with \$100,000 in total cash prizes available. Finalists presented their business approach in front of an expert panel of judges and a live audience of over 200 at MSU’s Wharton Center for Performing Arts in East Lansing, March 28, 2018. AgHelp came in fourth earning \$7500 to continue building their business.



Dennis Arouca, Northern Michigan Angels, with AgHelp co-founders Sadoc and Faliciano Paredes.

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Northern Michigan Angel members Dennis Arouca and Jamie Kemler coordinated with Russ Schindler, TCNewTech founder and CEO, as well as prospective entrepreneurs to enable the March 6th Traverse City regional competition on a very tight timeline. Frequent communications occurred with Paul Jacques, Director of Student and Community Engagement at MSU's Spartan Innovations, GreenLight's program sponsor. Tutoring for AgHelp came from mentors at SCORE Traverse City. Collaboration was crucial.

"Every year, GreenLight draws more and more inspiring talent," said Paul Jaques, director of student and community engagement at Spartan Innovations, GreenLight's program sponsor. "With yet another year of record-breaking numbers of applications and event attendees, Michigan's entrepreneurial roots are alive and well."

AgHelp will be recognized at the next TCNewTech event on April 3rd, 6-8 p.m. at the City Opera House in Traverse City, which will highlight agriculture technology.



, a mobile platform that connects agricultural employers, support agencies, and workers to improve worker health, security, and earning potential. It will allow farmers to maximize available local labor and source labor nationally. It will also allow agencies to serve more workers. Located in Belding, MI, AgHelp was founded by two brothers who experienced the challenges of finding work as migrant workers.

TCNewTech holds monthly meetings to facilitate networking and interaction among technology enthusiasts in northern Michigan. Northern Michigan Angels is a 501 c(6) non-profit organization whose mission is to help grow the economic base of the region through investment in scalable early stage companies, and to provide members a compelling financial return on their time commitment and invested capital.

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