

Growing Ponca City One Small Business At A Time

Three companies participated in the first Ponca City Business Plan Competition & Pitch-off sponsored by Ponca City Development Authority (PCDA) and Pioneer Technology Center. Businesses interested in participating were asked to submit a 10 page small business plan for critique and scoring, prepare a five minute pitch for judges and be ready to answer up to 10 minutes of questions from same judges about any aspect of their pitch or business plan. All companies entering the competition will receive support and services from staff at PCDA and Pioneer Technology Business Services over the next year.

“This business plan competition/pitch-off is a great opportunity for businesses to present their business plan to experienced judges for feedback, as well as pitching their products in a shark-tank environment for access to incentives which keep businesses in the Ponca City area, “ said Kat Long, the Small Business Coordinator at PCDA. “Feedback at this stage of business development is crucial to a company’s success and gaining the next level for funding or business development opportunities.”

Sponsors are excited to congratulate the winner of the first Ponca City Business Plan Competition & Pitch-off, KB Enterprises, LLC, receiving over \$5,000 in incentives for their company. These incentives include a year-long Ponca City Chamber membership, space in the Pioneer Technology Business Incubator as well as assistance with marketing and advertising and equipment funding.

KB Enterprises, LLC is a manufacturing company owned and operated by the father and daughter team of Kelsey Wagner and Brad Fredrick. The product presented in their business plan and pitch-off is Gatehands, which is a fully patented, innovative tube gate latch available in a variety of sizes and styles. “Right now, our product is the only double tube gate latch available on the market,” said Kelsey Wagner during her Pitch. “Our target retail customers include cattle ranchers, construction companies, oil and natural gas company and any farm owner with gates currently being held closed by chains or wire.” More information about the product can be found at www.gatehands.com.

After listening to three pitches in total, the judges selected KG Enterprises as the high scorer and winner of the incentives package. The five judges scored the business plans which were submitted the week before on April 17th as well as the pitches on April 25th. The five judges were , RCB Bank; Brad Purdy, First National Bank of Oklahoma President; Jon Robertson, Blackwell Industrial Authority Executive Director; Kyle Eastham, OSU School of Entrepreneurship Professor and Jeff Lockett, Agriculture Business Management at Pioneer Technology Center.

Vortex Alley Brewing and Elizabeth’s Mosaic Glass & Gift Shop were the other two businesses competing. Vortex Alley Brewing is in the process of renovating a business at Third and Central and their beer can be sampled at various events around Kay County and can be Liked and Followed on Facebook. Elizabeth’s Mosaic Glass is still in the development phase.

For more information about the competition and for information on next year’s competition, please visit www.goponca.com or contact Kat Long at klong@goponca.com or 580-765-7070.

PCDA is a public trust of the City of Ponca City. Established in 2003 to retain high paying jobs in target industries and recruit those same types of companies to Ponca City.

