



FOR IMMEDIATE RELEASE

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International Student Concierge Service Wins April Hatching

Local entrepreneur wants to help international students connect with the Lansing region

EAST LANSING, MI – The April winner of the Hatching event is International College Student Career Service (ICSCS). This company connects international students, particularly Chinese, to a concierge service that will help them meet their social and career development needs. ICSCS will leverage the local businesses by further developing the local talent pool that could help domestic companies grow their companies' brands abroad. ICSCS will provide listings and contacts of American companies with interest in establishing an international market to students looking for resources. Additionally, the company will assist students in social development through group outings and excursions.

The Hatching has been a continual success for almost one year, being created by LEAP, NEO Center and Spartan Innovations in June 2013. Since then, the Hatching pitch competition has awarded \$1,000 each month to a brand new startup business idea for startup costs as well as legal services to create the new business entity provided by Loomis, Ewert, Parsley, Davis & Gotting P.C. This month's sponsorship came from LEAP. To receive funding, startup companies must create an LLC and be ready to start their businesses in the Lansing area. Each of the monthly winners will earn the opportunity to pitch again at The Hatching finale event held in December, for the chance to win \$10,000 to cover business expenses.

Tony Willis, manager of business acceleration for LEAP said "there's definitely a need in the market for this type of business. International students bring a wide array of skills, especially in the STEM fields, that many American businesses can utilize."

"With the growth of the Chinese population in our region, this type of business will help connect the international students with the local businesses seamlessly," said Bob Trezise, President and CEO of LEAP. "There is no doubt this company will see success through this venture in our community."

People interested in participating and pitching in the upcoming events are asked to submit their ideas to www.thehatching.org. The next Hatching event will take place on May 28, 2014 at Beggar's Banquet in East Lansing and will continue every last Wednesday of the month at 6:00 p.m.

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For Release through Social Media: @TheHatching pitch comp. takes place at Beggar's - the last Wed. of each month - thehatching.org @spartaninnovate @NEO_center #lovelansing

The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit www.purelansing.com.