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**TEN FINALISTS RECEIVE CONSULTATION WITH LOCAL FINANCE COMPANY**  
*FSW Funding provides prize for ASU's Maker Pitch competition*

**Phoenix, Ariz. – Feb. 12, 2012** – Arizona State University alumna and FSW Funding founder, Robyn Barrett announces that FSW funding will participate in ASU's Maker Pitch for the first time. Maker Pitch is an opportunity for students around the Valley to pitch ideas for new technologies or products as a major step in learning how to take something from concept to potential reality.

On Thursday, Feb. 16, 2012 from 4-6 p.m. at Picacho Hall on ASU's Polytechnic campus 10 finalists are invited to present their pitches before a live crowd, including a panel of judges who will ultimately decide on a winner to receive funding. FSW Funding will provide all 10 finalists with a private financial consultation to help determine the options available and steps to take to secure funding.

"We work with entrepreneurs and small business owners everyday helping them secure the financing they need," said Barrett. "Any one of the 10 finalists may have the next great idea for a new business, but to make it happen they will need money. We believe that helping these students learn what it takes to finance a start-up company, giving them a real-world experience and providing them an opportunity to ask questions from experts in the field is invaluable."

The purpose of Maker Pitch is to inspire students and community members to celebrate invention and to share their ideas with others. The competition is open to all ASU, high school and community college student and the finalist presentations are open to the public. An estimated 150 attendees are expected to attend, and admittance is free. Maker Pitch participants will be able to pitch their ideas live or submit a one-minute video pitch. Entrepreneurs and professionals will curate pitch ideas and will serve on the Maker Pitch judging panel.

Maker Week at the college of technology and innovation is built around three major events. The week kicks off Thursday, Feb. 16 with Maker Pitch. Saturday, Feb. 18 is the Mini Make Faire an event filled with project demonstrations, do-it-yourself activities, workshops, and the Duel in the Desert scrimmage for FIRST Robotics. Finally Thursday, Feb. 23 is Making Your Future a one-day conference on making and launching ideas for high school students and their teachers.

A variety of prizes will be awarded at the competition. The 10 finalists will receive the certificate from FSW Funding in their gift bag. Each consultation is valued at \$400.

***About FSW Funding***

*FSW Funding, headquartered in Phoenix, Ariz., is a leading factoring firm that offers flexible and affordable lines of credit to small and mid-size business-to-business and business-to-government companies. For more information, visit [www.fswfunding.com](http://www.fswfunding.com) or call 602.535.5984*

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