

## **Vermont Young Professional Economy Pitch**

### **April 21, 2015**

**Name of Organization:** Himself (GameBlocks)

**Name of Individual/s Presenting Pitch:** Edmar Mendizabal

#### **Challenges Facing Vermont Businesses/Specific Sector:**

“Brain drain” of young adults not sticking around, can’t find jobs after graduation

Tourism Department does a great job pitching VT as a place to visit, but it causes a barrier in advertising the state as a place to live

- heroin story got out of our control

#### **Ideas/Suggestions to Rejuvenate Vermont’s Economy:**

Game development – Montreal is one of the biggest gaming hubs

- VT has an opportunity here

Video game industry = movie industry worldwide

- many jobs, most geared toward young people

Pitch VT as a place to live and work if you’re in Montreal

Focus on branding and marketing in an assertive way – highlight our qualities

#### **Other Challenges we must address:**

#### **Other Comments:**