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**PRESS RELEASE**

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**Greater Coachella Valley Innovation Showcase to spotlight region's boldest startups in live pitch competition**

PALM DESERT, Calif. — The Randall W. Lewis Center for Entrepreneurship at Cal State San Bernardino will present the Greater Coachella Valley Innovation Showcase on Tuesday, April 21, from 5–7 p.m. at the Palm Desert Entrepreneurial Resource Center (ERC).

Presented as the official Coachella Valley regional pitch competition within Riverside County Innovation Month (April 2026), the event brings together entrepreneurs, investors, business leaders and community partners for an evening where emerging ventures compete live for funding, recognition and advancement.

The Innovation Showcase serves as the Coachella Valley pathway to the Riverside County Innovation Month Pitch Finale, where finalists compete for \$20,000 – and the county winner earns the opportunity to represent Riverside County at the Startup World Cup Grand Finale in San Francisco, competing for a \$1,000,000 investment prize.

“The Coachella Valley has an emerging group of innovative founders and problem-solvers,” said Mike Stull, director of CSUSB’s Randall W. Lewis Center for Entrepreneurship. “This showcase is designed to put their innovations in front of the community, connect them to resources and open doors to capital and opportunity – right here at the ERC Palm Desert.”

The event is free and attendees can [secure their spot here](#).

Startups can apply to pitch in the competition [here](#).

The ERC Palm Desert is located at 37023 Cook St., Suite 102.

Visit the [Randall W. Lewis Center for Entrepreneurship website](#) to explore its many programs.

**About the CSUSB Palm Desert Campus:** The [CSUSB Palm Desert Campus](#) is dedicated to providing a transformative educational experience in the Coachella Valley. With a focus on academic excellence and community engagement, the campus offers undergraduate and graduate degree programs designed to meet the diverse needs of its students and the region.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Marketing and Communications at [msinger@csusb.edu](mailto:msinger@csusb.edu) or (760) 341-2883, ext. 78107, or visit the PDC website at [www.csusb.edu/pdc](http://www.csusb.edu/pdc).