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Spark & Logic Earns Top Prize in Business Pitch Competition

The real estate industry startup wowed judges with its online subscription-based service for office sales meetings.

Spring Lake, MI (March 25, 2024) [Spark & Logic](#), a leading consultancy that helps real estate companies bring inspiration and productivity to every sales meeting, is proud to announce its selection as the winner of the West Michigan WomanUp & Pitch Competition for startup businesses. Consumers Energy Foundation sponsored the competition and provided the \$10,000 top prize.

The WomanUp & Pitch competition is one of [Michigan Woman Forward's](#) many programs that elevate Michigan's female entrepreneurs. MWF and the contest judges were impressed with Spark & Logic's unique model that provides weekly real estate sales meetings in a box. "I loved your business plan, and you hit it out of the park with the presentation," said contest judge Kim Kersten, Comerica Bank's Director of Business Banking for Michigan.

Led by entrepreneurs Danielle Fogel and Laurie Popp, the company's winning pitch aims to redefine the narrative surrounding sales meetings by helping real estate brokers consistently deliver exceptional value, foster a culture of continuous learning, and provide a platform for meaningful connections.

"I grew up in real estate," explained co-owner Danielle Fogel. "My dad owned a CENTURY 21® franchise, and I saw firsthand how much work goes into running a small business. Spark & Logic helps real estate brokers, like my dad, be great leaders and increase company productivity through productive sales meetings."

The company's innovative subscription model provides real estate brokers with online access to weekly sales meeting resources. The program's highlight is its signature Learning Sprints, hyper-focused 10-minute videos created by industry experts. This bite-sized education is easy to digest and perfect for adding value to in-person and virtual meetings. Other tools include meeting agendas, PowerPoint templates, national data trends, marketing ideas, and more.

About Spark & Logic: Spark & Logic is a woman-owned startup that provides an affordable subscription-based solution for educational weekly real estate sales meetings (in person and virtual). Co-founders Danielle Fogel and Laurie Popp have 50+ years of combined real estate industry experience, including agent, company trainer, corporate events planner, and Century 21 Real Estate Regional Vice President. Their comprehensive knowledge has led to a powerful tool that saves time and makes sales meetings a keystone company offering.

Learn more about Spark & Logic's real estate sales meetings at www.sparkandlogic.com.

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