



RIVERSIDE COUNTY INNOVATION MONTH

Guidelines for Fast-Pitch Event(s) – Riverside County Innovation Month 2023

PLEASE READ ALL GUIDELINES PRIOR TO PRESENTING.

Eligible winners from the Regional Riverside County Innovation Month Fast Pitch Events in April 2023 will be allowed a pitch opportunity at the County Finale to be held in Riverside (Location TBD) on April XX, 2023. One (1) representative in the County Finale will be chosen from each regional Fast Pitch Event. In addition, two (2) nominees from the Epic SBDC will participate in the County Finale.

To enter the *Regional* Fast Pitch Events in April 2023 for Innovation Month, YOU MUST:

Have a startup with a verifiable business presence in Riverside County; and

Have a minimal viable product, with sales, or early investment (less than \$1M raised to date, not including grant funding); and

Submit an application to pitch in a Regional Fast Pitch Event panel; and

Provide a 5-minute Fast Pitch for the Regional Fast Pitch Events; and

Provide a pitch deck prior to the event, PowerPoint slides will be allowed, but will not advance after the 5-minute mark in your presentation; and

There will be time for Q&A from the judges, but responses must be limited to 1 minute per response and no more than 5 minutes total; and

All entries must be screened by a panel of judges to determine eligibility; and

Startup cannot enter in more than one regional fast pitch competition during Innovation Month and should present in the nearest regional pitch competition to their business; and

For submittal to Riverside County Finale Fast Pitch Event, preference will be given to businesses that are scalable, investable or technology based, whether or not they were the first-place winner of the Regional Fast Pitch Event.

To qualify for the *Riverside County Finale* Fast Pitch Event in April 2023 for Innovation Month, YOU MUST:

Have a startup with a verifiable business presence in Riverside County; and

Have a minimal viable product, with sales, or early investment (less than \$1M raised to date, not including grant funding); and

As a qualifier for the Riverside County Fast Pitch Finale, you are required to complete at least one (1) hour of training with UCR's EPIC Small Business Development Center (SBDC). All trainings must be completed prior to the County Finale on April XX, 2023. This training will be free of charge and the SBDC will do their best to accommodate your schedule. If you would like further training through the SBDC, it is available to you at no cost; and

Pitch a technology focused business concept or a scalable business that presents a vision for repeatable growth. This company is not intended to be set-up as a non-profit company. The Regional Fast Pitch Events and the County Finale are designed to encourage start-up, "for-profit" businesses; and

Qualify under a Regional Fast Pitch Event, as previously described, sponsored by Riverside County Innovation Month or be a nominated tech startup by EPIC SBDC (two total). If less than four regional startups produce a qualifying startup submittal to the finale, then the balance will be made up by EPIC SBDC submissions.

Provide a 5-minute Fast Pitch Presentation for the Finale Fast Pitch Event with additional time for Q&A from the judges; and

Provide a pitch deck prior to the event, PowerPoint slides will be allowed, but will not advance after the 5-minute mark in your presentation.

Over \$XXk in prizes will be awarded at the Riverside County Finale Fast Pitch Event

Please note: There will be no monetary prizes awarded at the Regional Fast Pitch Events unless otherwise noted by Regional partners.

How to Prepare for a “Fast Pitch” Presentation

NOTE: You cannot answer or address all these points in 5 minutes – this is meant only as a guide.

- Have FUN and be passionate about your idea or product!
- Start with a “hook” – i.e., Get the attention of the listener.
- State the problem (pain/need) – from the point of view of your potential customers.
- How do you address the problem and what is your “secret sauce?”
- What is your Competitive Advantage? (How are you going to do it better, cheaper or faster, etc.?)
- Is it disruptive?
- State your name, title, and company name. The title of “Founder” may be a good choice where you do not have any prior experience.
- Briefly tell what your company does.
- How big is the market and is your business scalable?
- How many people have this problem and would be willing to buy your product or service?
- How do you make money? What is your go to market strategy?
- Have you achieved a proof of concept?
- Who “believes in you” – mention any successes you have had so far that can bring credibility to your pitch?
- What is the revenue potential in terms of sales? You may also mention how much of the market you intend to capture (e.g., 5% in 3 years).
- The team is critical. Very briefly tell us about management team, any advisors and especially yourself.
- What have you already put into your venture in terms of money and sweat equity? How much money do you need and what do you need it for? Will you need additional funding?
- Close strong! Summarize how you have the complete “package.” Big problem, great solution (market ready), large potential market, outstanding management team, revenue generating customers with great margins.