



INTRODUCTION & ORIENTATION

Startup Challenge Major Sponsors







Eleven Years of Startup Challenge

700+ Companies Participated

> \$400,000 Prizes Awarded

> > \$30 Million Funding Raised



Unlocking Great Ideas!













































Katie's Coldpress



Our Goals

- Get you engaged with developing your ideas;
- Provide support to get your plans developed;
- Provide feedback to help you along your path.
- Provide exposure to investors;
- Add exciting companies in our area.



What Do You Get

- Workshops to help you develop your business pitch.
- Pitch your idea to a panel of business experts
- Feedback on your pitch
- Learn more about starting a company and analyzing your business
- Finalists receive mentoring and additional workshops
- Compete for prizes and great exposure to the local community for business development and funding.
- ► Fast track to other programs



Startup Challenge Program

Events

Qualifying Round to select finalists

Final Round to select winners

Venture Showcase to display your business

Workshops

Pitch workshops to develop and practice your pitches - and your business

Mentors

All finalists are assigned a mentor to help them develop their final pitch



Startup Challenge Key Dates

March 9

Online Applications
Close

April 4

Qualifying Round Pitches

May 8

Final Round

Venture Showcase

Otter Tank



The Divisions

Venture

Open to businesses intended to scale and provide venture-investor level returns

Social Venture

Open to for-profit and not-for-profit businesses with a social mission

Main Street

Open to small businesses

Student

Open to students from middle school through graduate school



The Prizes

Venture

Winner: \$20,000 Cash Plus Professional Services

Runners-Up (2): \$5,000 cash each

Social Venture

Winner: \$10,000 Cash Plus Professional Services

Runners-Up (2): \$2,500 cash each

Main Street

Winner: \$10,000 Cash Plus Professional Services

Runners-Up (2): \$2,500 cash each

Student

Winner: \$1,500 Cash



Entering the Qualifying Round

Sign up at

www.startupmontereybay.com

Prepare Your Application Online

Submit Application by March 9th

Attend "Creating A Winning Pitch"
Workshop

Pitch at the Qualifying Round on April 4th



The Road to the Winner's Circle

Get Selected as a Finalist

Get A Mentor

Attend Finalist Workshop

Submit Business Summary by April 29th

Pitch and Demo at the Final Event



Final Round/Venture Showcase/ Otter Tank on Friday May 8th

- Final Round Pitches on Friday morning
 - Select Otter Tank participants for Venture and Main Street divisions
- Venture Showcase for all finalists, Friday afternoon
- Otter Tank competition Friday afternoon
 - Select winners for Venture, Social Venture and Main Street divisions



- May 8th at 2pm at Monterey Conference Center
- All finalists get an exhibit table
- Public is invited
- Exposure to perspective customers, investors and business services
- Community members invest in their favorite finalists with Otter Dollars



May 8th at 3pm at Monterey Conference Center

The top 3 finalists in Venture, Social Venture & Main Street will compete in the Otter Tank

Public is invited



Eligibility

- Startups and emerging businesses may apply
- Business must be located in Monterey, San Benito, or Santa Cruz county
- ► The business idea must be your original work



Past Venture Winners

MUSICIAN'S

BUSICIAN'S

BUSINESS ADMINISTRATION SOFTWARE FOR SUCCESS

2014 Water Cit



2013 Tablet Command













Past Main Street Winners

2012 Mars Hill

Carmel Honey Company















Last Year's Inaugural Social Venture Winner





Important Dates



- Register <u>now</u> at <u>StartupMontereyBay.com</u>.
- Final Entries due midnight Monday, March 9th. Submit your entry on the Challenge website
- Qualifying Round Pitches <u>Saturday</u>, <u>April 4th</u>.
- Final Event/Venture Showcase Friday, May 8th.



How To Register for Startup Challenge

- Go to <u>www.startupmontereybay.com</u>
- Navigate to the Startup Challenge "Compete" page under "Events"
- Click on "Apply Now"
- Fill in the information
- Then either save and log out, or continue to building your application



Contact Us

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