

SelectUSA Tech at the SelectUSA Investment Summit

Monday, June 10th

2019 SelectUSA Tech programming sponsored by Softbank, Samsung and ENRICH in the USA

SelectUSA Tech Startup Pitch Session – Call for Applications

The SelectUSA Tech planning team is accepting applications for a startup pitch session that will take place on Monday June 10th. Only companies who are approved to attend the 2019 SelectUSA Investment Summit under the SelectUSA Tech program will be selected for participation in this pitching session.

A panel of approximately 6 experts will judge competing pitches in front of an audience. All pitches should be 4 minutes long, followed by 2 minutes of Q&A from the panel. The panel will be made up of venture capitalists, corporate investors, and other experts.

Two separate pitching sessions will take place from **9am-11:30am** and from **2:30pm-5:00pm**. Each selected company will participate in one of these two sessions.

Application Process (all applications due by May 27, 2019):

Pitch: 4 Minutes + 2 Minutes of Q&A

Please submit your Pitch Deck in PDF or PPT format (10 slides max - see details below) to SelectUSA@trade.gov by May 27, 2019 and follow the below framework:

Slide #1: Project / Organization Name + the idea and vision: Summarize it in one or two sentences.

Slide #2: The Problem

Define the problem (need) being addressed by your project. What are you trying to solve, for whom?

The current solutions: Who else is already in this space and why there is an opportunity?

Slide #3: Market Opportunity (diagrams, charts and graphs are welcome)

- Define Your Market (global & specific to the U.S.)
- Total Market Size, your niche, and U.S. market potential
- Competitors
- Trends
- Market forces

Slide #4: Your Solution / Product / Technology (diagrams, charts and graphs are welcome)

- Presentation
- Competitive advantage

- Present your 4 P Marketing Mix (price, product, promotion & place)

Slide #5: Business / Revenue Model

Please describe how you are planning to make money, be profitable, and be scalable.

Slide #6: Achievements

- Your timeline and milestones to date
- Existing customers and other partnerships
- Funding already obtained and next rounds planned
- Intellectual Property protections (if applicable)
- Other relevant achievements

Slide #7: Next steps

- Broadly and for the U.S. market specifically.
- Your ask to the audience (what are you looking for?)

Slide #8: Team & Contact info.

Application Review Criteria:

The SelectUSA Tech planning team will select up to 30 participating SelectUSA Tech companies that submit a pitch slide deck respecting the above submission format as much as possible. ***All submissions are due by 12:00am (midnight) EDT, May 27, 2019. Please send to SelectUSA@trade.gov.***

Submissions will be judged based on the following factors:

1. Completeness
2. Adherence to the above format, with allowances for some creativity
3. Timeliness of submission – proposals received earlier in the process will receive a higher score
4. U.S. market readiness – is the product/design/concept well-developed and ready for entry to the U.S. market?

A few companies may be interviewed as part of the selection process if more detailed answers and clarifications are needed.

By applying, you authorize the US Department of Commerce and the SelectUSA Tech planning team to share submitted information with partners who are a part of the reviewing committee.