

## 2023 IdeaFunding Pitch Competition *Eligibility, Rules and Regulations*

**This Pitch Competition does not constitute “general advertising and general solicitation.”** This event is not for offering and selling company securities to qualified investors. No mention or solicitation of investment funds or equity can be discussed at any time, in compliance with the Securities Act of 1933 and the updated policies of SEC Rule 148. IdeaFunding organizers reserve the right to remove any team from the IdeaFunding Pitch Competition at any time.

### **Eligibility Requirements:**

- The **applicant must be the owner, principal, or general manager or member of the leadership team** of the applying business.
- **Your company must be a primarily Arizona company to participate.** If your company is registered outside of Arizona, at least > 51% of your founding team must be physically based >51% of the year in Arizona.
- **Your company must be an “early stage” company to participate.** For the purposes of this competition we are defining “early stage” as 1) not having raised \$500,000 or more in total funds from investors, received as a grantor and/or received in the form of a loan or grant (combining all types of funding) or having more than \$500,000 in annual revenue and 2) not having more than 10 full-time employees including the founder. If you have secured \$500,000 or more in funding of any kind or have 10 or more employees, you are not eligible to compete in IdeaFunding.
- **You must have a business account and formal entity to receive funding.** You are welcome to apply and participate even if your company has not yet been officially registered or have an official business banking account set up. However, if you win, we cannot disburse payment to a personal bank account and you must set up your formal Arizona entity and bank account before receiving your prize.
- **At least one founding member of your company must be over the age of 18.** At least one member of your company's founding team must be over the age of 18 upon the date of the first training session. All in-person sessions must be attended by a team member over the age of 18.
- **Prior IdeaFunding participants are eligible to compete again** with the exception of any main stage finalists. Main stage finalists are not eligible to apply for at least 2 events from the time they competed on the Main stage (i.e if on the main stage in 2022, cannot compete again until the 2025 competition). \$25,000 main stage prize winners are not eligible to apply again ever.

### **Application Requirements:**

- Entries that do not comply with instructions fully will not be accepted.
- All questions must be answered in their entirety.
- Applicants must meet all eligibility requirements.
- You will be required to describe non-sensitive information about your business plan. This information will be shared with the Startup Tucson and UACI teams in addition to our volunteer mentors and judges.
- **Applications are due by August 28, 2023 at 10:00 pm AZ Time (MT)**

### **Training & Pitch Expectations:**

- All teams selected to participate are required to attend IdeaFunding Pitch Training & down-selects. You must ensure that you or someone from your team will be available to participate in the following key dates of the competition (full schedule below)
- The application process involves an initial selection and two additional down-selects.
- Applicants will be notified no later than August 31st if they have been accepted into IdeaFunding.
- Applicants will participate in the initial training and the first down-select. Not all applicants will be selected to continue after the first down-select.
- Feedback from judges will **not** be provided during the first down-select. Collective feedback from judges **will** be provided for the second down-select.
- UACI will confirm all eligibility for companies selected to advance to the second down-select.
- The second down-select will determine which companies are selected to compete for the main stage prize and which companies are selected to compete for the additional prizes on the day of IdeaFunding.

Not all first down-selected companies will be selected for the final day. If not selected for the main stage, company will not be competing for the main prize.

- Initial training, first-down selects and office hours will occur online on zoom.
- The second down-select will occur in-person at The Refinery at UA Tech Parks: The Bridges on October 4th and 5th. You must attend one of the two final down-select sessions.
- A member of your company’s leadership team must be the individual that presents.
- The same member of your team that presents on Oct 4/5 is the individual that must present on the day of IdeaFunding.
- Companies selected to advance after the second down-select will be asked to re-opt in to confirm understanding of their advancement and the prizes they will be eligible for on the day of IdeaFunding (breakout pitch rooms vs. Main Stage).
- After re-opting in, individuals that drop-out without an excuse or do not show up to pitch on the day of IdeaFunding will not be eligible to compete in any future IdeaFunding pitch competitions.
- You will have access to mentors and advisors to assist you in developing your pitch throughout the process.
- All pitches throughout the training and down-selects and on the final day of IdeaFunding will be 3 minutes with 3 minutes QA with the judges.
- External judges will help to select companies for the first and second down-selects and the final day competitions. These judges will use a rubric.
- All applicants selected for down-select must have a pitch deck (max 10 pages) by the date of the first down-select and use this deck for all down-selects and the final competition if selected to advance. Pitch decks may be changed throughout the process. For the final competition, decks must be submitted to organizers by the stated deadline. All final decks should be submitted in PDF format.
- Animation, video and audio pitch components are not supported. Props and product samples are allowed provided they do not interfere with staging components.
- IdeaFunding includes various prize levels. Based on down-selects, not all companies will be eligible for all prizes.

**IdeaFunding Pitch Competition & Training Schedule (Please Review Carefully)**

July 24th	Applications Open
August 28th	Applications Close
August 31st	Applicants notified of advancement
<b>September 6th</b>	<b>Pitch Training &amp; Orientation (Required)</b> Location: Zoom Time: 4pm-6pm MT
September 10th	Initial Pitch Decks due by midnight for First Down-Select
<b>September 13th</b>	<b>First Down-Select (Required)</b> Location: Zoom Time: 4pm-6:30pm MT
September 14th	Startup Drinks: IdeaFunding Edition with UACI
September 15th	First Down-Select Applicants notified of advancement
<b>Week of September 18th</b>	<b>Office Hours with UACI Mentors/Team (Required)</b> Location: Zoom Time: Flexible booking of Individual Slots
<b>October 1st</b>	<b>Second Down-Select Pitch Decks Due (Required)</b> Decks must be submitted in PDF Format by 11:59p on October 1st.

<b>October 4th or 5th*</b>	<b>Second Down-Select and Main Stage Selection (Required)</b> Location: The Refinery at the Bridges, 1600 East Idea Lane, Tucson, AZ 85714 Time: 4pm-6:30pm MT *Teams will have the option of choosing to attend on the 4th or the 5th. Survey to sign-up for date selection will be sent after first down-select
October 6th	Finalists notified of advancement
October 9th - November 2nd	Additional Optional Office Hours and Pitch Prep for Finalists as scheduled with Startup Tucson and UACI, Sizzle Reels
<b>November 9th</b>	<b>IdeaFunding Final Pitch Competition (Required)</b> Location: Tucson Convention Center Time: Various times from 9am - 8pm Includes Main Stage Pitch Competition and Vertical Pitch Rooms

**Other Requirements:**

- **You must complete a Growth Tracker Survey to participate in IdeaFunding.** All participants in the final competition must be Startup Tucson Network Members. It is a free membership with tons of benefits, but requires the completion of a Growth Tracker Survey. If you are selected to participate in IdeaFunding, you must complete this survey if selected to continue after the first down-select. After IdeaFunding, you will be required to complete an annual survey to remain an active member.
- **Participate in Promotion.** We need everyone's support to spread the word and get as many eyes on all of the wonderful companies in Arizona. As a participant in the pitch competition we will be relying on you to share with your friends and networks and encourage them to participate in IdeaFunding. Winners will be asked to participate in interviews, press, and other follow-up stories.
- **Enrollment in Email Newsletters:** By submitting an application to IdeaFunding you consent to being added to the Startup Tucson and University of Arizona Center for Innovation email newsletters.

Entry Period begins 7/24/23 at 9:00 AM MST. BY ENTERING THE CONTEST, YOU ACKNOWLEDGE AND AGREE THAT (1) YOUR MATERIALS ARE NOT CONFIDENTIAL AND NO CONFIDENTIAL OR FIDUCIARY RELATIONSHIP IS INTENDED OR CREATED BY ENTERING THE CONTEST; AND (2) THE CONTEST ENTITIES MAY POSSESS OR COME TO POSSESS INFORMATION THAT IS SIMILAR OR IDENTICAL TO YOUR MATERIALS, AND YOU HEREBY AGREE THAT THE CONTEST ENTITIES MAY USE SUCH SIMILAR OR IDENTICAL INFORMATION WITHOUT LIMITATION, COMPENSATION, OR CREDIT TO YOU. Winners commit to participating in PR, interviews, and other storytelling activities as part of their participation in the competition. Void where prohibited.