

2022 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 less than \$500,000 funds raised or received in the form of a loan or grant and less than 10 full-time employees.
- **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 prize winners. Main stage prize winners are not eligible to apply.

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 29, 2022 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 September 1st 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.
- 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.
- Initial training, first-down selects and office hours will occur online on zoom.
- The final down-select will occur in-person at Startup Tucson's offices in downtown Tucson on October 5th and 6th. 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 5/6 is the individual that must present on the day of IdeaFunding.
- 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 will be 3 minutes with 3 minutes QA with the judges.
- Pitches on the final day of IdeaFunding may be up to 5 minutes with 3 minutes QA.
- 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 stated deadline.
- 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 28th	Applications Open
August 29th	Applications Close
September 1st	Applicants notified of advancement
September 7th	Pitch Training & Orientation (Required) Location: Zoom Time: 4pm-6pm MT
September 12th	Initial Pitch Decks due by midnight for First Down-Select
September 14th	First Down-Select (Required) Location: Zoom Time: 4pm-6:30pm MT
September 16th	First Down-Select Applicants notified of advancement
Week of September 19th	Office Hours with UACI Mentors/Team (Required) Location: Zoom Time: Flexible booking of Individual Slots
October 5th or 6th*	Second Down-Select and Main Stage Selection (Required) 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 5th or the 6th. Survey to sign-up for date selection will be sent after first down-select
October 11th	Finalists notified of advancement
October 12th - November 2nd	Additional Optional Office Hours and Pitch Prep for Finalists as scheduled with Startup Tucson and UACI
November 3rd	IdeaFunding Final Pitch Competition (Required) 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 prior to the first training session. 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.

Entry Period begins 7/29/22 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.