

The logo for TENWEST, featuring the word "TENWEST" in a large, bold, black sans-serif font. To the left of the text is a vertical bar with a colorful geometric pattern of squares and circles in shades of purple, blue, yellow, and red.

IDEAFUNDING PITCH COMPETITION 2025


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.

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 due January 14th 11:59pm AZ Time.** Applications received after this deadline will not be considered.
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- A decorative footer pattern consisting of a horizontal strip of colorful geometric shapes, including circles, squares, and triangles in various colors like purple, blue, yellow, red, and black.



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Selection & Training Process

The selection process involves an initial selection/training and two rounds of down-selects, culminating in the final IdeaFunding pitch competition on March 27th. **All applicants must ensure that they or someone from their team will be available to participate in the key dates of the competition** (see full schedule below).

- **Initial Selection/Training | January 30th:**
 - Applicants will be notified no later than January 23rd if they have been accepted into IdeaFunding. All selected applicants must participate in the Pitch Training & Orientation on January 30th, which will take place online via Zoom.
- **First Down-Select | February 5th:**
 - In order to be eligible to participate in the First Down-Select, participants must submit their initial pitch deck by midnight on February 3rd. Participants will be notified no later than February 4th if they have been invited to participate in the First Down-Select, which will take place via Zoom on February 5th. All selected applicants must participate in order to be considered to compete in the Second Down-Select. Not all applicants will be selected to continue after the First Down-Select.
- **Second Down-Select | February 19th or 20th:**
 - All First-Down Select participants will be notified no later than February 7th if they have been invited to advance to the Second Down-Select. All selected participants must then submit their pitch deck by midnight on February 14th. 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, the company will not be competing for the main prize.
 - The Second Down-Select will be held in-person at The Refinery at UA Tech Parks: The Bridges on February 19th and 20th. Selected companies must attend one of the two sessions in order to be eligible for consideration for the final IdeaFunding competition.
 - UACI will confirm all eligibility for companies selected to advance to the Second Down-Select.
- **IdeaFunding Pitch Competition | March 27th:**
 - All Second-Down Select participants will be notified no later than February 24th if they have been invited to advance to the IdeaFunding Pitch Competition. Additional deadlines and preparation details will then be provided to the advancing teams. The IdeaFunding finalist companies will compete for various prize levels. Based on down-selects, not all companies will be eligible for all prizes.
 - Companies selected to advance after the Second Down-Select will be asked to re-opt in and to confirm understanding of their advancement and the prizes they will be eligible for on the day of IdeaFunding (industry 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.
- **Additional Training & Support:**
 - Participating companies will have access to mentors and advisors to assist in developing their pitch throughout the process. In addition to the initial training, two rounds of Office Hours and one Pitch Refinement training session will be made available to participating companies as they progress through the rounds of competition.
 - Main stage participants will be required to schedule a time to film a highlight reel for the main stage competition between Feb 24th and March 27th.

IDEAFUNDING PITCH COMPETITION 2025

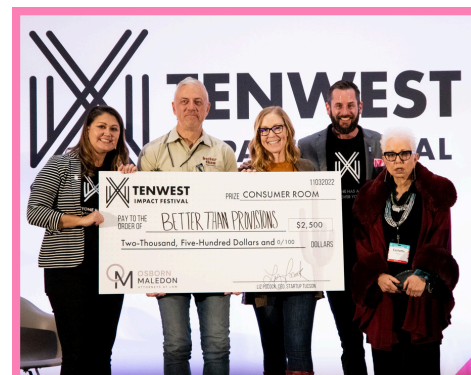
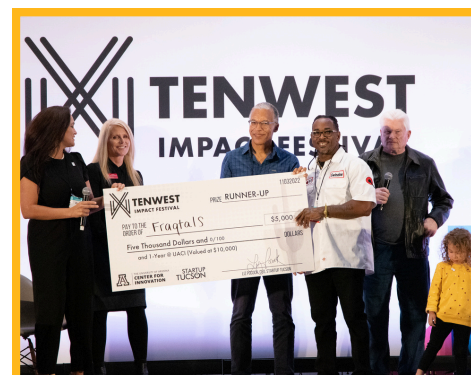
Eligibility, Rules and Regulations

Pitch Requirements & Judging

- A member of your company's leadership team must be the individual that presents the pitch.
- The same member of your team that presents at the Second Down-Select on February 19 or 20 is the individual that must present on the day of IdeaFunding on March 27th.
- 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.
- 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 each round of the competition, decks must be submitted to organizers by the stated deadline and must 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.
- 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.
- Feedback from judges will **not** be provided following the first down-select. Collective feedback from judges **will** be provided for the second down-select companies.
- Alternates: Startup Tucson/UACI may choose to designate alternates for each of the industry pitch rooms and Main Stage. Should you be designated an alternate and we have a company be forced to withdraw, we will contact you to see if you would like to rejoin the competition.

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 12/10/2024 at 9:00 AM AZ TIME. 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.



IDEAFUNDING PITCH COMPETITION 2025

TRAINING SCHEDULE

Please read the following carefully before submitting your application

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| DECEMBER 10 | APPLICATIONS OPEN |
| JANUARY 14 | APPLICATIONS CLOSE |
| JANUARY 23 | APPLICANTS NOTIFIED OF ADVANCEMENT |
| JANUARY 30 | PITCH TRAINING & ORIENTATION (REQUIRED) LOCATION: ZOOM TIME: 4PM-6PM |
| FEBRUARY 3 | INITIAL PITCH DECKS DUE FOR FIRST DOWN-SELECT (REQUIRED) DECKS MUST BE SUBMITTED IN PDF FORMAT BY MIDNIGHT |
| FEBRUARY 4 | APPLICANTS NOTIFIED OF ADVANCEMENT |
| FEBRUARY 5 | FIRST DOWN-SELECT (REQUIRED) LOCATION: ZOOM TIME: 4PM-6:30PM |
| FEBRUARY 7 | FIRST DOWN-SELECT APPLICANTS NOTIFIED OF ADVANCEMENT |
| WEEK OF FEBRUARY 10 | OFFICE HOURS (OPTIONAL) LOCATION: ZOOM TIME: FLEXIBLE BOOKING OF INDIVIDUAL SLOTS (30 MINUTES) |
| FEBRUARY 11 | PITCH REFINEMENT & MENTORSHIP TRAINING SESSION (REQUIRED) LOCATION: THE REFINERY AT THE BRIDGES, 1600 E IDEA LANE, TUCSON AZ TIME: 4PM-6:30PM *IN-PERSON ATTENDANCE IS REQUIRED FOR TUCSON-BASED COMPANIES, VIRTUAL SESSION AND/OR COACHING WILL BE AVAILABLE FOR THOSE OUTSIDE THE TUCSON METRO AREA |
| FEBRUARY 14 | SECOND DOWN-SELECT PITCH DECKS DUE (REQUIRED) DECKS MUST BE SUBMITTED IN PDF FORMAT BY MIDNIGHT |
| FEBRUARY 19 / FEBRUARY 20 | SECOND DOWN-SELECT AND MAIN STAGE SELECTION (REQUIRED) LOCATION: THE REFINERY AT THE BRIDGES, 1600 E IDEA LANE, TUCSON AZ TIME: 4PM-6:30PM *TEAMS WILL HAVE THE OPTION OF CHOOSING TO ATTEND ON THE 19TH OR THE 20TH. SURVEY TO SIGN-UP FOR DATE SELECTION WILL BE SENT AFTER FIRST DOWN-SELECT. |
| FEBRUARY 24 | FINALISTS NOTIFIED OF ADVANCEMENT |
| FEBRUARY 25- MARCH 20 | OFFICE HOURS AND PITCH PREP FOR FINALISTS LOCATION: ZOOM TIME: FLEXIBLE BOOKING OF INDIVIDUAL SLOTS (30 MINUTES) |
| MARCH 27 | IDEAFUNDING FINAL PITCH COMPETITION (REQUIRED) LOCATION: THE RIALTO THEATRE, 318 E CONGRESS ST, TUCSON AZ TIME: VARIOUS TIMES FROM 9AM-8PM INCLUDES MAIN STAGE PITCH COMPETITION AND INDUSTRY PITCH ROOMS |

[APPLICATION FORM: DUE JAN 14TH](#)

