



# 2019 Piedmont Triad Industrial Hemp Conference

## Pitch Competition

### ATTENTION ENTREPRENEURS!

The 2019 Industrial Hemp Conference Pitch Competition hosted by The Liberty Atlantic Group, Launch Greensboro of the GSO Chamber of Commerce, and East Greensboro NOW - in partnership with Gateway Research Park - will feature (3-4) emerging industrial hemp technology startups vying for a \$10,000 prize package that includes:

- a cash award,
- complementary incubator / lab space for a term tenancy on the beautiful campus of the Gateway Research Park
- a guaranteed spot in Launch Greensboro's Capital Connects pitch event or the Spring 2020 LaunchLab Growth Accelerator and,
- a suite of "in-kind" business services provided by our Greensboro partners.

Selected finalists will have the opportunity to pitch in front of a panel of judges, business investors and a live audience consisting of industry leaders from business, government, and academia. One lucky entrepreneur will be presented with the award.

The winner will be announced at the reception immediately following the end of the event.

**Event Date: Thursday, October 17<sup>th</sup>, 2019 at 2:00 pm (see event schedule)**

**Entry Deadline: September 25<sup>th</sup>, 2019**

### Eligibility:

- Applying companies may not have launched prior to 2017. Startups encouraged!
- Firms must have at least one full time employee.
- Firms must not have raised more than \$1 million in funding from combined funding sources.
- Firms must be North Carolina – based (preferably Triad area-based)
- Each firm will be given 5-6 minutes to make their "Pitch" with 4-5 minutes for judges' questions summing to a total time of 10-12 minutes for each firm to "close the deal".



- Videos will not be allowed.
  - Slide decks and visuals are allowed. Think CREATIVELY!
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### **How to Enter:**

Our team will begin reviewing entries as soon as they are received. Judges will rank firms based on all entries received prior to the deadline. The 4 top ranked firms will be notified and selected to make their pitch on October 17<sup>th</sup> at 2:00 pm during the 2019 Piedmont Triad Industrial Hemp Conference. The three or four selected firms will be notified on October 1<sup>st</sup> and given final instructions regarding the pitch presentations. All finalists receive complimentary all-day admission to the conference. On your own company letterhead, please provide the following information in sequence.

*Please limit submissions to no more than 5 total pages (not counting brand / product visuals and revenue model attachment).*

1. Company Name
  2. Contact Info (Business address, Email, Telephone)
  3. Founder Name & Team Members
  4. Year Founded
  5. Website and Social Media links
  6. Industry/Sector (Your specific focus within the IH industry) – consider providing them a list to choose from
  7. Elevator Pitch - 150 words max
  8. Pitch Deck (Include up to 3 brand / product visuals) (these are normally 10-12 slides with very specific topics covered – do you want to provide more guidance or indicate that limit; also not certain I understand the product visuals as part of the deck; do you want this to be a fund-raising or sales-pitch deck?)
  9. Stage of Business (Idea, Beta, Pre-seed, Seed, Series A, Growth)
  10. Projected Business Model (How do you plan to make money) (one page)
  11. Revenue to Date (if applicable)
  12. Intellectual Property Status (if applicable)
  13. Market Opportunity
  14. Competition
  15. Recent Accomplishments
  16. Why do you want to participate in this pitch event? (50 words max)
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**Entries must be received by 12:00 noon on September 25, 2019:**

**Submissions Via E-Mail ONLY to:**

[lbh@libertyatlanticgroup.com](mailto:lbh@libertyatlanticgroup.com)