

# CONDUIT STARTUP SHOWCASE INFORMATION PACKET



# CONDUIT STARTUP SHOWCASE

NOVEMBER 7, 2024

Awarding prize money to aspiring entrepreneurs to foster innovation in rural Oklahoma

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# WELCOME!

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We are thrilled to welcome you to CONDUIT STARTUP SHOWCASE 2024! This information packet includes an overview of the event, a step-by-step guide to the application process, and other key details that you will find helpful.

CONDUIT STARTUP SHOWCASE is a business pitch competition designed to give entrepreneurs the opportunity to present their business ideas to a panel of judges and compete for cash prizes. This year, we are especially focusing on scalable tech startups or tech related companies. Whether your idea is still in the concept stage or already gaining momentum, we want to hear your pitch!

Even if you are not participating, we encourage you to attend and be part of the excitement! Join us to hear the top finalists pitch live, vote in the People's Choice Award, and help foster a culture of entrepreneurship in our community.

Thank you for being a part of the fifth annual BIG PITCH competition. Your support helps make this event a success, and we look forward to an unforgettable competition.

## Event Details

### Conduit Startup Showcase

Thursday, November 7, 2024

Doors Open: 5:30 pm

Live Pitch Presentations Begin: 6:00 pm

People's Choice Award Polling: 7:30 pm

Awards Ceremony: 7:45 pm

# APPLICATION PROCESS

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## A. PITCH COMPETITION OVERVIEW

CONDUIT STARTUP SHOWCASE is a business pitch competition designed to provide entrepreneurs with a platform to share their innovative business ideas. The competition is divided into two categories:

- 1) Revenue Generating Category
- 2) Idea-Stage Category

The top entrants for each category will be selected from the pool of applications to present live on Thursday, November 7, 2024. Finalists will have five minutes to present their business idea to a panel of judges, followed by a Q&A session with the judges.

## B. RULES

- Each participant/team may apply only once.
- Eligibility: Participants must be Oklahoma residents with business based in Oklahoma. These businesses must either be in the idea or prototype stage. Preference will be given to residents of Pontotoc County during the final selection process.
- The business must either be:
  - Less than two years old, or
  - An established business older than two years that is pitching a new product or service.
- Finalists must submit a digital pitch deck by close of business on Friday, October 25, 2024.
- Each finalist's pitch presentation has a maximum time limit of 8 minutes, followed by time for judges' questions and comments.
- Intellectual Property Notice: As a participant, you are responsible for protecting any information you share with judges and the audience. "Conduit Startup Showcase" and Ada Jobs Foundation are not liable for unwanted disclosure of intellectual property.
- By participating, you represent that you have the legal right, title, and interest in the pitch materials submitted and that the information is original and does not violate any contract or third-party rights.

## C. STEP-BY-STEP APPLICATION GUIDE

### 1) Submit Application

Complete the application [here](#) and email presentation slide deck to – [dcastaneda@growada.com](mailto:dcastaneda@growada.com) by Friday, October 25th.

**Note:** Your application is not complete without the slide deck.

- 2) Top Entrants Announced  
Finalists will be announced on November 1<sup>st</sup>
- 3) Submit Final Presentation  
Submit revised and final presentation by November 4<sup>th</sup> to [dcastaneda@growada.com](mailto:dcastaneda@growada.com)
- 4) Pitch Day  
Present your best pitch and compete for cash prizes on Thursday, November 7<sup>th</sup>.

#### D. JUDGING CRITERIA

A panel of judges consisting of community leaders, successful entrepreneurs, and professionals will evaluate the presentations based on the Scorecard, which finalists will receive in advance. Judging is based on the live presentation alone. Judging will be based solely on the live presentations, with an emphasis on:

- The potential for business success
- Creativity of the idea
- Presentation and pitching skills

The judges' decisions are final and not subject to appeal.

#### E. PRIZES

- 1<sup>st</sup> Place Revenue Generating Category Pitch Winner - \$1,000
- 2<sup>nd</sup> Place Revenue Generating Category Pitch Winner - \$500
- 1<sup>st</sup> Place Idea-Stage Category Pitch Winner - \$500
- 2<sup>nd</sup> Place Idea-Stage Category Pitch Winner - \$300
- People's Choice Award Winner - \$250

## PRESENTATION TIPS

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#### THE PITCH

A business pitch is a concise & effective presentation of a business idea delivered to potential investors. A business pitch should last about 5 to 7 minutes. In creating the **Elevator Pitch** you might address:

1. Your company: who are you?
2. What is the customer need and what is your solution?
3. Who is your market?
4. What is your business model?
5. Are your revenue and expense projections realistic?
6. Who is the team behind the company?
7. Who is your competition?
8. What is your competitive advantage?
9. Investment Strategy: What is your ask?

Some things to keep in mind:

- Begin your pitch with a **hook** - a statistic, question or a story that draws attention.
- **Close** with an ask or call for action. How much investment are you looking for startup?

## PRESENTATION SLIDE DECK TIPS

Please email your Presentation Slide Deck to [dcastaneda@growada.com](mailto:dcastaneda@growada.com) by Monday, November 4<sup>th</sup>. Top entrants will be selected based on their presentations. Please note that your application must include a presentation slide deck in order to be complete. The following are some guidelines to keep in mind while preparing your presentation:

### Slide 1 – Elevator Pitch/Introduction

- A short explanation of your company
- The What, How and Why

### Slide 2 – The Problem

- What is the problem your company solves?
- Who has that problem?
- Why is that problem a big deal?

### Slide 3 – Your Solution

- How do you fix your customer's problem?
- How is it different, better than others?
- Customer example/demo/prototype

### Slide 4 – Business Model

- How does your business operate?
- What is your financial model and projections?

### Slide 5 – Market Size

- Size of the market
- Demographics of the market
- Market study or needs assessment data

### Slide 6 – Marketing Plan

- Who is your target market?
- How do you get customers?
- Who are your competitors?

### Slide 7 – Team

- Who is on your team?
- What is their experience and expertise?

### Slide 8 – Milestones

- What are your goals for the next year?
- How will you achieve these goals?
- How will winning help you achieve these goals?

Tips for making slide deck:

- Think of each slide like a billboard that will be read for 10 seconds from a distance. Include more visuals and short, easy to read text which can be seen from far away.
- Express one idea on each slide and break up bullet pointed lists over several slides
- People remember stories, not slides. Focus on telling a story of your business with a beginning, middle, and end rather than reading from your slides.
- Good businesses, like good stories, start with a great problem. Tell us why your customer's problem really matters and why it has not been adequately addressed up to this point.
- Be careful with tables, especially budget spreadsheets. Make them easy to read and highlight a key piece of information.
- Ensure your idea is original and offers a unique solution, product, or service.

Note: You are the creative entrepreneur and this is your show. Do not hesitate to think out of the box and have fun with your presentation!

#### HANDLING Q&A

- Do not be intimidated: the judges are there to help you.
- Be patient: listen to questions thoroughly before jumping into an answer.
- Be open to advice: the judges are experts and have a lot of experience!
- Keep your answers brief.
- Be confident in your business and in your presentation.
- Have fun! We are here to celebrate entrepreneurship, highlight some amazing business pitches, and build a community that can help startups in Oklahoma.

## IMPORTANT DATES

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October 10 <sup>th</sup>	Applications Open – <a href="#">APPLY HERE</a>
October 25 <sup>th</sup>	Applications Close
November 1 <sup>st</sup>	Top Finalists Announced
November 7 <sup>th</sup>	Conduit Startup Showcase starts at 6:15 pm Awards Ceremony at 7:45 pm

## EVENT INFORMATION

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We invite you to join us at the event to hear the top finalists pitch live, participate in the People's Choice Award poll and encourage entrepreneurship in our community.

Conduit Startup Showcase November 7<sup>TH</sup> RSVP link: [Register here!](#)

The event is open to the public and free to attend. We encourage everyone to register using the link above!