



RIVERSIDE COUNTY INNOVATION MONTH

SOUTHWEST RIVERSIDE COUNTY REGIONAL FAST PITCH STARTUP APPLICATION

1. Name of business/startup _____
2. Contact _____
3. Phone Number _____
4. Email/Website _____
5. Is your business located in any of the following cities: Wildomar, Lake Elsinore, Temecula, Menifee or Murrieta? Yes No
6. Business Location _____
7. Brief Description of Concept/Business Model:

8. Has your business received venture capital/angel investment?

9. Other types of investment, such as Crowdfunding, SBIR/STTR/Grants, Institutional Loans?

10. Do you have a viable prototype or final product? Yes No
11. Is your business pre-revenue? Yes No
12. Have you read and understood the Riverside County Innovation Month 2021 Guidelines for Regional Fast Pitch Events? Yes No

JUDGING CRITERIA

Judging will be based on the 5-minute pitch presentations – along with the answers to the questions that judges pose.

There are 5 different criteria with EACH being given a 1- 5 score and each given 20% weighting.

Business Model – Is this a valuable business? How likely is this company to succeed in its endeavor and will it scale to a place that it can make a MAJOR impact on the market?

Quality of Presentation – Does the presentation explain clearly, thoroughly, effectively and creatively the message so that the potential Viability and Scalability can be understood?

CRITERIA SCORE

1. **Value** - Does this concept provide value the marketplace?
2. **Differentiation** – Is this a new and innovative business?
3. **Viability and Scalability** – Is there a plan and ability for this business to expand?
4. **Team** – How strong are the founders and advisors in guiding this startup?
5. **Pitch Presentation** – How well did the presenter convey the product?

Each of the judges will select their own 1st, 2nd and 3rd places through “force ranking” the participants.

Following the presentations and Q & A sessions, the judges will retire to determine the 1st, 2nd and 3rd place winners.

Note: Only startups that meet the criteria for the Riverside County Innovation Month Pitch Finale may be passed on from the regional pitch competition to the finale.