****

**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 2024 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.*