

Pitch & Play - Business Plan Competition

The AUTM Pitch & Play at the 2018 Annual Meeting will include a business plan competition where academic-affiliated startup companies pitch their business opportunity to a panel of seasoned venture investors for a \$10,000 cash prize. The event will provide valuable experience and feedback to our startup finalists.

Criteria for eligibility

1. The startup must be a legally existing company and have a license or option-to-license with a research institution (university, research hospital, research institute, government laboratory), and the obligated technology must comprise an integral part of the startup's business focus. **Note:** Only one finalist from any one metropolitan area will be selected in each category. If necessary, an honorable mention category will be designated from the same metro area that is excluded from the finalist list.
2. The startup does not need to have received prior professional investment but must be actively seeking funding. **Note:** Startups that have already received (i) a Series A round, (ii) in excess of \$2 million in private investments, or (iii) significant sales revenue in 2017 or before are too advanced and not eligible for this competition.
3. A manager/executive must present the venture pitch, not an inventor/scientist.

Each finalist will receive

1. Reimbursement of up to \$1,000 for travel expenses, including hotel costs, for the AUTM 2018 Annual Meeting.
2. One complimentary registration for the AUTM 2018 Annual Meeting and complimentary use of AUTM's partnering software, AUTM Connect™, at the Annual Meeting.
3. The opportunity to present to an esteemed panel of venture investors and obtain critical and constructive feedback from the panel.
4. The opportunity to discuss their business and get feedback from partners in the venture community.

The first place startup company will receive a \$10,000 cash prize. The winner will be announced during the AUTM Annual Meeting and via press release.

Application and selection process

1. Submit an application online by visiting www.autmpitchandplay2018.startupcompete.co. The application should include:
 - Background and overview of technology - how it is being or will be leveraged into a commercial opportunity
 - Financing plan (pre-\$ valuation, amount sought, use of funds, cap table if it exists)
 - Market (unmet need, size/opportunity for growth, entry or sales plan, barriers to adoption)
 - Risks (technology, regulatory, reimbursement, market)
 - Competition (current gold standard, competitors)
 - Proprietary assets/barriers to others entering the market
 - Possible acquirers/exit strategy; people (management, board, advisors, inventors)

Note: AUTM cannot be responsible for maintaining the confidentiality of your submission. AUTM will not ask anyone to agree to or sign non-disclosure/confidentiality statements on behalf of any applicant.

Evaluation Process

1. Executive summaries will be reviewed by the AUTM Review Committee, who will select up to eight semi-finalists.
2. Semi-finalists will be announced on Friday, December 1 and required to submit final business plans by Friday, December 15th, 2017.
3. The semi-finalists will be reviewed by the AUTM Review Committee, and four finalists will be invited to present their plans at the AUTM 2018 Annual Meeting. The panel will solicit additional information relating to the finalists prior to the presentation.
4. All finalists are expected to provide a 2-3 minute video.
5. Each finalist will have 10 minutes to present their plan to the panel, and will have up to 5 minutes to address any questions that the panel may have. Each presentation will be closely timed, and cannot exceed 15 minutes total. The panel will thereafter determine a first place winner, which will be announced after the meeting.

KEY DEADLINES:

Deadline for submission:	Wednesday, November 8, 2017
Semi-finalists announced:	Friday, December 1, 2017
Semi-finalist business plans due:	Friday, December 15, 2017
Finalists announced:	Monday, January 8, 2018
Pitch Competition:	Wednesday, February 21, 2018