

## **VENTURE MADNESS RULES + GUIDELINES [EVERYTHING YOU NEED TO KNOW]**

### **Participation Criteria**

ALL applicants to Invest Southwest's Venture Madness MUST be available, willing and prepared to FULLY participate in the entire competition process, including but not limited to:

- Download the application.
- The application consists of three components, and all must be completed:
  - General Application Information (Located in Valid Eval platform)
  - Financials (Must be completed and upload using the template in Valid Eval)
  - Pitch Deck (Upload as an attachment to Valid Eval platform)
- Submit it by 3 p.m. (AZ time) on Thursday, January 10, 2019, via the application submission link on the Invest Southwest website (which will direct you into our online Valid Eval platform).
- The selected presenting companies President and/or CEO MUST attend the following:
  - Presenting Company Orientation and Reception on January 24, 2018; and
  - Mentoring Sessions scheduled for Friday, February 8 and Friday, February 15, 2019.
  - The Venture Madness Conference on February 27-28, 2019 and conduct live pitches to a panel of judges and a live audience and participate in Q&A sessions with judges. The company will also agree to other forms of judging that may be applicable, including information garnered via defined networking periods whereby anonymous judges may engage with companies and ask questions as part of the judging process.

### **Industry Eligibility Requirements**

Innovative companies from all industries are invited to apply, with the following exceptions: fashion, restaurants, retailing/distribution, mining, real-estate and non-software bio companies. On the application (Valid Eval), applicants will select the industry they best fit into per the following categories:

**SaaS** - SaaS/Software companies in process of developing product, finding or found product market fit, and/or generating consistent revenue.

**Deep Tech/Hardware/IoT** - Companies building physical products (wearables, IoT devices, drones, robotics, 3D printing, space tech, AR/VR, Ag Tech, new materials, etc.) OR software solutions (autonomous driving, computational, imaging & recognition, etc.)

**Institutional Tech** - Fintech, blockchain, cyber and ed tech companies (machine learning, AI, blockchain, etc.) in process of developing their technology, finding or have found technology market fit, and/or generating consistent revenue.

**Growth** - Companies generating more than >\$3mm and <\$20mm in revenue annually.

**Medical** - Biotech, healthcare and life science companies with a developed solution in the form of devices, medicines, vaccines, procedures, and systems to solve a health problem and improve quality of lives (pharmaceuticals, devices, procedures, systems, and computer supported info systems).

**Consumer** - Consumer based companies include technology companies focused on delivering product/services to individuals and/or households through software, mobile devices, etc.

### **Employee Eligibility Requirements**

Must have at least two (2), full-time employees who dedicate an average of at least 35 hours/week to the business. Employees may be paid or unpaid and may include founders or active investors who otherwise meet these criteria.

Members of boards of directors or advisory boards, who are otherwise full-time employees of another organization, may not be included as part of the two-employee minimum.

### **Corporate Structure/Status**

All companies must be existing, for-profit legal entities at the time of application submission.

### **Location**

This competition is opened to companies located in the Southwest region which includes Arizona, Colorado, Nevada, New Mexico, Oklahoma, Southern California, Texas and Utah.

### **Eligibility Discretion**

It is Invest Southwest's discretion to determine the qualification of applicant companies, and all such decisions are final.

### **Additional Rules + Guidelines**

**IMPORTANT:** All applicant companies must adhere to the Terms and Conditions.

Of the companies selected to pitch at the Venture Madness Conference, up to 6 can be sourced from the top-ranking companies of the Spring 2018 and Fall 2018 ACA Innovation Challenge competition, and the remaining companies will be selected from a competitive and open, at-large application process. Criteria for selecting, seeding,

judging and deciding are at the complete discretion of Invest Southwest and its related parties. The purpose of this format is to provide maximum exposure for innovative companies to the broader business community, in a fun, exciting and competitive format. All decisions are final and are not subject to review or appeal.

All presenting companies, including those selected from the ACA Innovation Challenge, must complete their application materials within the submission period. Applicant and seeded companies will be judged on their potential to be successful and to have the most impact on their customers and industries.

All information submitted (except information provided in the Economics section of the application, related to financial projections and past or current funding efforts), including the application, may be open to public viewing and analysis, and will be judged by ISW experts, as well as registered participants from business communities not only in Arizona but nation-and-worldwide. Do not share information that you do not wish to make public; however, submitted information related to financial projections and past or current funding efforts will be reviewed by ISW judges only and will not be made public. It is VERY IMPORTANT to adhere exactly to the instructions and notes in the application document itself, which will guide you how to separate your financial/funding information from your other business plan information that will be made public.

Participants who attend the February 27-28, 2019, Venture Madness Conference, must be able to pay for and provide their own travel and lodging accommodations.

Questions? Please visit our FAQs page.