



SOUTHERN CALIFORNIA
Great Association with Quality Deal Flow



THURSDAY
13th April
STARTS 12:00pm
ENDS 1:30pm ET

Fast Pitch Competition



APPLICATION GUIDELINES

APPLICATION DEADLINE
MARCH 27th, 2023

The FemAging Project and Keiretsu Forum Fast Pitch Competition is exclusively for products and services designed for women ages 40+ to attract angel investors and venture capitalists.

We invite all qualified applicants to participate by completing the online application with the requested information.

This guide provides an overview of the process, application requirements, tips and judging criteria.

CRITERIA FOR APPLYING

The criteria below are must-haves. If you cannot answer 'yes' to all of these, it will be difficult to succeed.

- A commercial company or entity. Non profit Organisations needn't apply.
- Addresses a sizeable market opportunity. Of course, sizeable is relative, but generally hundreds of millions or billions of dollars, however a smaller niche will be considered.
- Solving a real market need for women ages 40+- there is a problem that customers will pay to have solved. It is a must-have, not just a nice-to-have.
- Has a potential sustainable source of differentiation – cannot be easily copied either because of patents or some other unique quality.
- Has a clear path to making money (business model).

Grand Prize Winner Receives

\$10k
IN CASH



1:1
with
Investor



One Year
Keiretsu Participation



Professional
Services

Two Runners up Receives



25%
DISCOUNT
One Year
Keiretsu Participation



Free professional
consultation services
worth thousands of dollars
based on needs, such as
legal, marketing, etc

Opportunities to
connect with
investors



FAST PITCH PRIZES

\$10,000 CASH + additional prizes & professional services

APPLICATION

- You will be prompted to create a login so you may edit/update your application until the March 27th deadline.
- See submission form questions and requirements at the end of this guide.
- Founder/Co-Founder/CEO does not need to be a woman
- Must participate in the Fast Pitch Event on April 13*
- Early-stage plans welcome (need to show customer interest, such as customer sign-ups, surveys, LOI's, etc.)
- Applications from nonprofit are not accepted.

JUDGING

Grand Prize and Runner Up winners selected by judges

IMPORTANT DATES

MON
27
MARCH

Application deadline date (midnight Eastern Time)

THU
30
MARCH

Applicants notified of status from first-round Judging. Top 6 companies Finalists advance to Fast Pitch Round on April 13

WEEK OF
3
APRIL

Top 6 companies record 5-minute pitch presentation that will be viewed on April 13

THU
13
APRIL

Fast Pitch Day April 13, 9:00 am PT/ 12:00 pm ET
*Six companies will present with prerecorded video and then 5 minutes of question and answer from the judges

DAY OF JUDGING GUIDELINES

1. **Concept & Revenue** - Business concept and revenue model are clearly articulated and meet customers' needs
2. **Competitive Advantage** - Company's solution is better than anything offered by competitors and is defensible
3. **Team Members** - Existing or planned team can credibly implement the business plan
4. **Marketing & Sales** - Marketing and sales approaches are appropriate for acquiring customers
5. **Financial Plan** - Reasonable financial plan with supporting documents



APPLICATION FORM

You will be required to provide the following information on the application form. We suggest that you copy the questions into a Word document and prepare your answers in advance. Then you can copy and paste them into the online application form.

Profile information: Founder's contact info and percent of company ownership

1. Company Name
2. Contact Name
3. Email
4. Phone
5. Address
6. Two-line Summary of the Company
7. Website
8. LinkedIn
9. Industry
10. Summarize your Business
11. Stage of the Company
12. Comments on Stage of the Company
13. Round of Funding
14. Amount Company has Raised to Date
15. Date Founded
16. Size of your Potential Market of Customers
17. Current or Potential Customers
18. What is the customer problem your product is solving?
19. What is your solution?
20. What is your Business Model?
21. List your Competitors
22. Describe your competitive advantage and barriers to entry.
23. Upload your company pitch deck. Confidentiality – we are committed to keeping all application data strictly confidential. Only our internal staff and Fast Pitch judges will have access to your data. Your deck and application data will not be shared outside this group without your written permission.

Questions? Please contact Cindy Fraley cindy@k4social.com for assistance.