

# FemAging

## FAST PITCH APPLICATION GUIDELINES

The FemAging Project and Keiretsu Forum hosts the first ever Fast Pitch Competition exclusively for products and services designed for women ages 40+ to 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

#### MUST-HAVE

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

- 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).

#### APPLICATION

- You will be prompted to create a login so you may edit/update your application until the September 22<sup>nd</sup> 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 annual Fast Pitch Event on October 7th\*  
Early-stage plans welcome (need to show customer interest, such as customer sign-ups, surveys, LOI's, etc.)
- Applications from nonprofit are not accepted.

#### FAST PITCH PRIZES \$50,000+ in prizes & professional services

**Grand Prize winner** receives up to \$30,000 in prizes and professional services; 1:1 Investor Meeting; Keiretsu Forum Participation for one year (Value \$5,500) and additional free professional consultation services worth tens of thousands of dollars based on their needs, such as legal, marketing, etc..

**Two Runners up** receives up to \$25,000 in prizes and professional services; 25% Keiretsu Forum Participation discount for one year and additional free professional consultation services worth thousands of dollars based on their needs, such as legal, marketing, etc. and opportunities to connect with investors.

**JUDGING** Popular Vote Winner selected by judges

#### IMPORTANT DATES

**September 22**

Application deadline date (midnight Pacific Time)

**Friday, September 24**

Applicants notified of status from first round Judging. Top 10 companies Finalists advance to Fast Pitch Round on May 20th.

**Week of September 27th**

Ten companies will present with prerecorded video and then 5 minutes of question and answer from the judges.

**Fast Pitch Day October 7th 10am PT/1pm ET**

Ten 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

# FAST PITCH APPLICATION GUIDELINES

**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. Company Website URL
3. Date Company was Founded
4. List the key members of your team - include their name, role, and key qualifications.
5. Please describe your company/product. If an image, video or diagram is required, please upload it. (Note this is not the place to upload your pitch deck)
6. What is the problem you are solving? How is the problem being solved currently?
7. What was your inspiration / "aha moment" for identifying and solving this problem?
8. What is unique about your solution?
9. How big is the market you are addressing and what are the growth trends?
10. What specific market segment are you targeting? (if you are targeting multiple segments, please describe each)
11. Who are the current and potential competitors (list each)? How are you different from the competition?
12. Describe your business model - specifically describe how you (will) make money.
13. How do you plan to get your initial customers/users? List the specific tactics that you will be employing. What will this cost? Be sure to include cost per customer if you can, not just overall costs.
14. At what stage is your product - e.g., in development, MVP, in beta, released? Where will your product be in 12 months? Include a "company road map/timeline" if available.
15. How many users / subscribers/ customers do you have? (Use the most relevant metric.) How has this changed over time? (Example: We have 20,000 subscribers as of August 1, up from 2,000 in January.) If you are a two-sided marketplace, note how many users / customers you have on each side (for ex., we have 100 providers, and 5,000 users seeking services). If your product is not yet to market, please describe where you are in the process and any beta customers or test customers you have are working with.
16. Anything else we should know? (partnerships, patents, LOIs, important milestones, etc.)
17. How much capital have you raised to date - how much, when and from whom (including yourself)? If you have received any grants, please note those as well. Also specify if you received any PPP loans, and if so, how much and if they have been forgiven.
18. If you own less than 51% of the fully diluted shares of the business, who are the shareholders of your company? Please list the top 3 other than yourself (founders, employees, and investors, including their title and percentage). Enter N/A if not applicable.
19. Why are you applying? If you win, what do you hope to get from participating and what will you do with the money?
20. How has your plan been affected by COVID 19?
21. FINANCIALS - Download the spreadsheet template from INSERT HERE to prepare your historical and forecasted financials. Including historical and projected financial information is very important.
22. 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 Hong Jin Hong@k4social.com for assistance.**