



THURSDAY
JUL 21

9:00 am to
11:30 am PDT

FAST PITCH COMPETITION

APPLICATION GUIDELINES

APPLICATION DEADLINE
JULY 1ST, 2022

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.

- U.S. based company or operation in the U.S.
- 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

AARP®
Invitation Innovation
Lab's Accelerator

One Year
Keiretsu Membership

Professional
Services

Two
Runners up
Receives

AARP®
Invitation Innovation
Lab's Accelerator

25%
DISCOUNT
One Year
Keiretsu Membership

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

Opportunities to
connect with
investors

APPLICATION

- You will be prompted to create a login so you may edit/update your application until the June 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 July 21st*
- 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

FRI 1 JULY	Application deadline date (midnight Eastern Time)	WED 6 JULY	Applicants notified of status from first-round Judging. Top 6 companies Finalists advance to Fast Pitch Round on July 27th.
WEEK OF 16 JULY	Top 6 companies record 5-minute pitch presentation that will be viewed on July 21st	THU 21 JULY	Fast Pitch Day July 21st 10am PT/1pm 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. 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 Cindy Fraley cindy@k4social.com for assistance.