

# PITCH WILLAMETTE

Ever wish you could be on Shark Tank and pitch your business to investors? Now you have the chance to!

Five selected startups will be selected to pitch to a panel of investors and a potentially receive up-to \$10,000 cash convertible-note investments from the Mid-Valley Angel Fund.

## How to Apply

Send an email to [venture@sedcor.com](mailto:venture@sedcor.com) with any or all the following:

- Business Plan
- Pitch Deck
  - We will help you with the pitch if selected
- Any videos
- Financial projections and/or profit loss statements
- Anything else to build your business case

**APPLICATIONS DUE**

July 26th

**WINNERS ANNOUNCED**

Week of August 12th



**1ST ROUND PITCH**

Week of August 5th

# DETAILS

## **What is the Mid-Valley Angel Fund?**

The Mid-Valley Angel Fund is an investment fund where up-to four startups will be selected to receive up-to \$25,000 cash convertible-note investments

## **What kind of startup should apply?**

We are seeking for-profit, early-stage growth businesses with the ambition and potential to scale in a national or international market. Applicants should have two to five team members with at least one team member working on the startup full time by the time they accept investment dollars. Applicants may be self-funded, grantfunded, and/or have investor funding of up to \$250,000.

## **I have an idea for a startup but do not have funding or a minimum viable product (MVP). Am I eligible to apply?**

You need to be beyond the “idea” stage to where you have at least done a significant amount of customer need validation, and meet the criteria described in the answer to the previous question.

## **How will I know if I make it to the finalists stage?**

You will be notified via email and a follow-up phone call. Please provide accurate contact information so that we can easily reach you.

## **Are multiple applications allowed per person?**

No. We encourage applicants to apply with their most compelling business idea.

## **If I win, how can I spend the seed money?**

Funding can be used for working capital expenses. Eligible expenses include contract services, equipment, inventory, business & technical services, business moving expenses, and memberships in business organizations. Winners will agree to submit quarterly reports and documentation demonstrating the use of working capital funds.

## **Is the seed money an investment or a grant?**

The \$15,000 to \$25,000 is an investment from the Mid-Valley Angel Fund in the form of a two year convertible note that turns into equity when you either sell your business or go on to raise more capital.

## **How are winners chosen?**

The selection committee will decide on the winning startups based on criteria that will include:

- Compelling company story
- Founder experience
- Growth potential
- Ability to leverage the Challenge prize package
- Job creation

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EVENT ON

**TBD | MID/LATE AUGUST**