



On August 25, 2015, two popular business pitch events will be on the same stage, and in coordination with one of the largest Madison-area entrepreneurship events of the year.

Held at the Monona Terrace Community and Convention Center, the Forward Technology Conference is a signature program of Forward Festival, an eight-day celebration of entrepreneurship and innovation. Conference programming will take place throughout the day on the main floor of the convention center. In the lower exhibition hall, the Greater Madison Chamber of Commerce will present neXXpo and two business pitch events: Pressure Chamber and Startup Showcase.

Startup Showcase – Presented by Capital Entrepreneurs and Accelerate Madison

The Forward Festival Startup Showcase features an evening of startup pitches from some of Madison's most compelling emerging companies. Five to seven startups will be selected to give a five-minute "demo day" style pitch. In addition, several Startup Showcase alumni from past years will take part in a lightning round of one-minute update pitches. The Startup Showcase is a high energy stage that celebrates and showcases what's next in Madison's startup ecosystem.

Pressure Chamber – Presented by the Greater Madison Chamber of Commerce, Michael Best & Friedrich, with support from the State of Wisconsin Investment Board, Wisconsin Alumni Research Foundation, American Family Ventures, Baird Capital, Lindsay Stone & Briggs and HealthX Ventures

Pressure Chamber provides Madison-area early-stage companies valuable exposure to investors and the region's business community. Applicants go through a screening process that may include presentations with prominent Wisconsin investors. From there, a select number of companies will be chosen to pitch in front of a panel of out-of-state investors, business executives and a live audience at the Pressure Chamber event during Forward Fest. The winning company is decided based on a combination of judges scoring and audience votes. In addition to receiving the coveted *golden suitcase*, the winning company will also receive an all-expenses paid spot on the Chamber's exclusive Madison-area startup delegation to Palo Alto in October for meetings with top Silicon Valley investment firms. Whether your company is currently raising or planning to raise investment capital in the future, Pressure Chamber is a valuable platform to tell your story and make new connections across the country.

Both Pressure Chamber and Startup Showcase are open to any industry, as long as the company meets the following requirements:

- ✓ Must be a member of the Greater Madison Chamber of Commerce or Capital Entrepreneurs
- ✓ Must be located in Dane County or plan to locate to Dane County by August 25, 2015
- ✓ Must have raised at least \$25,000 in private equity (excluding personal investment by company founders)
- ✓ Application must be received by 5 p.m. on Tuesday, July 7, 2015

Applications should be submitted by email to Kevin Little, Chamber Managing Director of Economic Development, at klittle@greatermadisonchamber.com.

STEP 1 – SELECT YOUR EVENT

Please select the event(s) your company is applying for:

- Pressure Chamber
 Startup Showcase

(Note: you can apply for both events)

STEP 2: Company Contact and General Information

This information is required for all applicants (Pressure Chamber and Startup Showcase)

Company name:

DBA name (if applicable):

Industry sector:

Applicant name and title:

Company address:

(If currently located outside of Dane County, please indicate the date you plan to relocate and the location within Dane County you will operate in):

Company website:

Twitter handle:

Date the company began operations:

Number of FTE employees:

Applicant email address:

Applicant work phone:

Applicant mobile phone:

***For applicants only applying for Startup Showcase, please proceed directly to Step 4.**

STEP 3: Company Overview

FOR PRESSURE CHAMBER APPLICANTS ONLY!

The most important part of the application, this is your opportunity to provide detailed information on your purpose and plan to be successful. Your response should be provided in a separate word document and be stated in fewer than 2,000 words. Any information exceeding the word limit will be redacted as part of the judging review.

Submitting an application does not guarantee an interview. Please be clear and concise with your response.

A complete and quality application will address the following topics:

- Your story – What was the origin and inspiration for your company?
- Your product – What is it and what problem does it address?
- Your customers – Who are they and why do they need your product or service?
- Your market – How are you unique from your competitors? Do you have intellectual property? Do you have any patents or licenses? Are you QNBV-certified?
- *Your team – List names, titles and brief backgrounds for members of your management team. You may also list notable advisors or service providers that may demonstrate the strength of your team.
- *Your plan – Provide projected financials. You are also encouraged to include past statements, if applicable, with optional explanatory notes.
- Your ask – How much funding have you received to date? How much are you seeking in this current round? What will you do with the funds?
- Why Madison? Of all the gin joints in all the towns in all the world, why are you in greater Madison? Why will your company be successful here?

***Information on your team and financials will be excluded from the 2,000 word limit.**

STEP 4: Applicant Checklist

- Select the event your company is applying for (Pressure Chamber and/or Startup Showcase)
- Complete company contact and general information
- Complete company overview section **(for Pressure Chamber applicants only)**
- Submit all of the above in an email by Tuesday, July 7 to: klittle@greatermadisonchamber.com
- Await email confirming receipt. If no confirmation email is received within 1 business day, please contact Kevin Little at (608) 443-1949