

# Rural Founders in Tech

## Pitch Competition



### About the opportunity

Are you a Rural founder or is your business impacting rural communities and looking for an opportunity to grow your network and get the funding and support you need to drive your business forward? Join us in Lethbridge for an evening of networking with the tech ecosystem and pitch your company for the chance to receive investments and services from some of the leading partners in the tech ecosystem.

### Selection Criteria

**To be considered for the tech pitch competition, companies must:**

- Your business is registered in Rural Alberta, or your business is impacting rural communities
- Have an idea dedicated to solving a compelling problem using innovative technology
- Business is registered in Alberta
- Have an early MVP
- Have a team with at least one dedicated founder
- Have a tech solution in any industry
- At any revenue stage - Pre or post
- At any funding stage - bootstrapping, cash flow, grants, F&F, angels, VCs

### Prizes

- First place: \$3,000
- Second Place: \$2,000
- Third Place: \$1,000
- Fourth and Fifth place: \$500

### Timelines and Process



**APPLY NOW**

See the application questions below to help you prepare



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### Reference document

To help you prepare, here are the questions the application will ask for. Kindly note that only applications submitted via the [online form](#) will be considered.

### Application Questions

- Name
- Phone Number
- Email address
- How do you identify? (Male, Female, non-binary, other)
- City or town
- Province
- Company Name
- Are you a University of Calgary Student or Alumni? If yes, please specify which faculty.
- Is your company registered in Alberta?
- As this competition is for Rural Founders, please share how your business is impacting rural communities or if your business is registered in a rural community (outside of Calgary and Edmonton) ?
- Provide a description of your business (2-4 sentences)
- What sector or industry does your business operate in?
- Company website URL or link to product demo
- Years in operation
- What is your business model or how do you make money?
- Do you have an MVP?
- Do you have a team with at least one dedicated founder?
- Who is your target customer?
- Is your business fostering social impact? If yes, what is it and how do you measure social impact? How much revenue is your company generating?
- Choose the answer that best describes where you are with your start-up:
  - Ideating - Concepting - Committing - Validating - Scaling - Establishing (Full definitions here)
- Have you received any funding to date? If yes, please list:
- Why is your team uniquely suited to build this company?
- How does your solution work?
- What is your businesses biggest challenge right now?
- Please upload the following; your company logo, a high quality headshot, your company's pitch deck, link to a video of your 3 min pitch

### Have questions? Contact us!

- **Jerome Morgan, Innovate Calgary:** [jmorgan@innovatecalgary.com](mailto:jmorgan@innovatecalgary.com)

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