



HATCH 2021

TUESDAY, NOV. 16, 2021
5:00-9:00 PM

RIVER PRAIRIE CENTER

1445 FRONT PORCH PL
ALTOONA, WI 54720

CONTACT US TO RSVP

(715) 723 7150 OR
INFO@CHIPPEWA-WI.COM

PITCH CONTESTANT APPLICATION

INFORMATION ON HATCH 2021

Do you have a scalable business model that can reach high growth rates over time? Do you have a product or idea that can transform into a wide variety of products or a service that is specific to certain industries or markets? Is the product at an early stage and currently being tested as the go-to market strategy and sales channels are being fine-tuned? Then the Chippewa Valley HATCH Pitch Competition is for you! CCEDC partnered with CoLab and other sponsors to gather regional investors at the River Prairie Center in celebration of Startup Chippewa Valley Week. They are looking for exceptional teams and products that fit their investment criteria so they can make a return on their investment. Local investors are a key part of the Chippewa Valley entrepreneurial ecosystem and might be able to provide the capital that your startup needs. As an entrepreneur, you will have five minutes to pitch your idea to a panel of judges and a live audience. Spectators will have a chance to evaluate and vote (using slido.com) for their favorite pitch alongside the judges. Beyond the reward, this is an opportunity for you to share your fresh and creative business idea to supportive investors, businesses, and community members! You could be flying high with a reward of over \$3,000—that's a lot of honey!

REGISTER YOUR PITCH FOR HATCH 2021

Business Name: _____

Address: _____

Telephone: _____ Email: _____

What stage are you in?

Seed Early Growth

Executive Summary of Business/Idea/Product:

...continued on other side



Market Scope and Size:

Customers and Competition:

Describe Founder(s)/Owner(s)/Personnel involved in the project:

Future Funding Plans/The Ask:

How would you use this reward?

JUDGING CRITERIA FOR CONTESTANTS

The rules are simple. We don't restrict the type of idea you can submit, but it's important to remember that this is about moving an idea forward. HATCH presenters have five minutes to pitch in front of the judges and a live audience for a chance of a reward of over \$5,000. After each presentation, the judges will have five minutes to ask the presenter questions.

Criteria to consider when evaluating:

- Does this idea have the potential to create quality, family-sustaining jobs in the Chippewa Valley or the Midwest?
- Is this an innovative idea that isn't easily duplicated or has barriers to entry?
- Does it have a large addressable target market or a trending market with expected rapid growth?
- Is this a business idea that is capable of scaling rapidly?
- Does this idea solve a community challenge?

Articulation and Clarity of Pitch (0 - 5):

- Clear Articulation
- Passion and Projection
- Engaging

Probability of Success (0 - 10):

- Plausibility of the Innovation
- Financially Viable
- Team Capability
- Does it solve a problem?

Impact (0 - 5):

- Plans for Implementation and Growth
- Ability to Scale

Comments:
