



Vita-Learn Edtech Startup Pitchfest Application

The Vita-Learn Edtech Startup Pitchfest (“Pitchfest”) is an opportunity for early-stage startup companies seeking market exposure, investment, and strategic partnerships to showcase their innovative products and services. Selected companies will pitch in front of a panel of industry experts and educators, as well as a live audience at Vermont Fest 2023, with additional opportunities to showcase their products and services and network with the community.

Apply by **Wednesday, September 27, 2023** to have your company considered for Pitchfest occurring at Vermont Fest 2023, November 1-3, 2023 in Killington, Vermont.

Eligibility Requirements

- The contest is open to early-stage education technology startups that are legally registered entities.
- Startups must have received no more than \$8M in seed funding/investments from all sources.
- Startups must have at least a working prototype or a minimum viable product (MVP) of their education technology solution.
- Startups must have total annual revenues that do not exceed \$1M.
- The startup's founding date should be within the last five years from the date of the contest.
- Participants must be at least 18 years old and legally allowed to represent their startup.
- The contest is open to startups from any country, but they must be able to present their pitch in English, in-person at the Vermont Fest conference on November 3, 2023 at the Killington Grand Resort Hotel if selected.

Application Process

The application form does not allow you to save and continue later. All questions are visible on the website at <https://vita-learn.org/vermontfest/pitchfest> so that you can prepare your responses in advance. Please note there is a \$95 fee associated with this application that must be paid at the time of submission. Our payment processor asks you how much you wish to donate in addition to the application fee. You are not required to donate additional funds.

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Judging Criteria

A panel of qualified judges will evaluate the startups based on the following criteria:

1. **Innovation:**The uniqueness and originality of the education technology solution. Does it offer a fresh approach to a prevalent problem?
2. **Impact:**The potential impact of the product on the education sector. How effectively does it address a significant problem or challenge in education?
3. **Viability:**The startup's business model and potential for sustainability. Does the product have a clear revenue model and a realistic plan for growth?
4. **Scalability:**The potential for the product to scale and reach a broader market. Is there a plan to expand beyond the initial target audience?
5. **User Experience:**The user-friendliness and overall experience of the product. Is it intuitive and easy to use for its intended users?
6. **Team:**The capabilities and expertise of the startup's founding team. Do they have the skills and experience to execute their vision successfully?

Finalists will be selected with the help of the Pitchfest Advisory Committee and invited to present at Vermont Fest 2023 in Killington, Vermont.

Pitch Presentation:

- Five (5) Finalist startups will be invited to present their pitch at the Vita-Learn Edtech Startup Pitchfest finals scheduled for November 3, 2023, at the Vermont Fest conference located at the Killington Grand Resort Hotel.
- Each startup will have 3 minutes to pitch their product, followed by a Q&A session with the judges (up to 5 minutes).
- Presentations should be clear, concise, and visually engaging.

Scoring:

- Judges will score each startup based on the aforementioned criteria on a scale of 1 to 5 (1 being the lowest and 5 being the highest). Conference attendees will also rank each startup from first (1) to last (5).
- The final scores will be tallied, and the startup with the highest overall score will be declared the winner.
- Judges' scores will account for 75% of the final score and will be completed at the conclusion of the pitches.
- Attendee voting account for the remaining 25% and will be completed by the conclusion of the Pitchfest Exposition (see Prizes 6.a.iii).

Prizes:

All finalists will receive:

- Digital finalist badges that the startups may use in their own promotions.
- Two (2) complimentary registrations to the Vermont Fest 2023 conference.
- Exposition tables at the Vermont Fest conference for an exclusive finalists exposition after the Vita-Learn Edtech Startup Pitchfest on Friday, November 3, 10AM-12:30PM.

The winning "Best of Show" startup will receive:

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- Mentorship from at least one of the members of the judging panel.
- A cash prize equal to 50% of the total sum of application fees collected by the Vita-Learn Edtech Startup Pitchfest.
- A bronze sponsorship to the 2024 Vermont Fest conference (Value: \$1250)

Intellectual Property and Confidentiality:

The startup shares information as part of their application or during the pitch voluntarily and without any expectation of confidentiality.

Contest organizers, judges, and attendees are not bound by any Non-Disclosure Agreement (NDA), and information shared may be used publicly.

You must not include details on any application or process which may be patentable unless you have secured the patent or this is pending – if you do disclose this it may invalidate any patent application you later make.

Publicity and Promotion:

By participating in the contest, startups grant permission to the organizers to use their names, logos, and pitch videos for promotional purposes.

Disqualification:

Startups found to be in violation of the rules or providing false information may be disqualified from the contest. Application fees will not be refunded.

Changes and Disputes:

The contest organizers reserve the right to make changes to the rules and judging criteria if necessary. Any disputes or disagreements will be resolved by the contest organizers, and their decision will be final.

Good Sportsmanship:

All participants are expected to maintain a professional and respectful demeanor throughout the contest.

Liability:

The contest organizers and sponsors are not liable for any losses or damages incurred by participating startups during the contest.

Data Privacy:

The contest organizers will handle personal data in accordance with applicable data protection regulations.

Contact Information:

For any queries or concerns related to the Vita-Learn Edtech Startup Pitchfest, participants can reach out to the organizers at director@vita-learn.org.

By adhering to these rules, the Vermont Fest EdTech Startup Pitchfest aims to provide a fair and transparent platform for innovative startups to showcase their products and contribute to the advancement of education technology.