



## **OUTFOUNDER/ BEND OUTDOOR WORX**

### **STARTUP COMPETITION APPLICATION**

June 10<sup>th</sup>, 2017 – Hood River, Oregon

[startup@outfounder.com](mailto:startup@outfounder.com)

#### **Selection Process**

There are two competitions for the start-up competition at OUTFOUNDER 2017:

- **VENTURE STAGE:** This competition is geared towards companies that are either pre-revenue or very limited revenue (less than \$50k annually) and operate within the outdoor industry.
- **GROWTH STAGE:** This competition is geared towards companies that have at least \$50k in annual revenue and operate within the outdoor industry.

The application of interest is due no later than **May 1<sup>st</sup>, 2017** and should be sent to the following email: [startup@outfounder.com](mailto:startup@outfounder.com)

All selected companies will be notified by **May 7<sup>th</sup>, 2017** of next steps which will include a telephone or in-person pitch process to the Bend Outdoor Worx mentors. By May 15<sup>th</sup>, 2017 the final presenting companies will be selected and additional presentation logistics will be provided. These companies will have a presence at the start-up competition event being held at OUTFOUNDER on Saturday afternoon, June 10<sup>th</sup>, 2017.

#### **Selection Criteria**

How do we distinguish which category you fall into?

- To apply for the Growth stage category (\$50k or more in annual revenue) you have to have revenue. It seems to go without saying that you need revenue when the requirement is \$50k or more in annual revenue but it is surprising to find out how many companies overlook this prerequisite. To put it simply we need validation that you have made it far enough to sell your widget to the neighbor next door. If you only sold one widget make sure it is a really important neighbor who bought it.
- You need to play nice. You know what we mean. The start-up investment world is small and word gets around. Don't think we don't know.
- The outdoor industry is purposefully vague. Make your case compelling if you are on the fringe of this industry. If you can't make this argument compelling then you are at the wrong event.

## Competition Details:

The competition will be held Saturday evening, June 10th.

- All **Venture Stage companies** will have **5 minutes** on stage to make their presentation (Audio Visual will not be available) followed by an audience question period of 5 minutes.
- All **Growth Stage companies** will have **7 minutes** on stage to make their presentation (audio visual may/may not be available) followed by an audience question period of 10 minutes.

The audience will vote for their favorite venture stage participant – the MOST votes wins!

Bend Outdoor Worx mentors will judge the competition and choose the winner of the Growth Stage category. The final results will be announced at the culmination of the event.

## Application Questions

-Company and Applicant Name:

-Email Address:

-Physical Address:

-Phone

-What is your current yearly revenue?

-What does your company do? And why are you the ones that should be doing it?

-Have you raised money previously? If yes, tell us how, why and who.

-Who currently advises you?

-How old is your company?

-Are you fulltime with this start-up/idea?

-Why are you interested in the Outdoors?

-Please describe a personal achievement to date and a personal failure to date.

Please send applications to [startup@outfoundseries.com](mailto:startup@outfoundseries.com)

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