

Finalist training

PitchUp

THREE



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Boom
StartUp

The logo for PitchUp THREE features the word "PitchUp" in a sans-serif font with a color gradient from teal to yellow, followed by an upward-pointing arrow. To the right, the word "THREE" is written in a white, outlined, blocky font. The background is a dark world map with a low-poly, geometric pattern in shades of blue, green, and red.

PitchUp THREE

OPEN + GLOBAL PITCH COMPETITION

Rewarding founders with big ideas.

<https://boomstartup.com/pitchup/>

The Boom Startup logo consists of the word "Boom" in a teal color above the word "Startup" in white, both set against a dark teal square background.

Boom
Startup

PitchUp↑ THREE FINALS FORMAT

3 finalists per each category will pitch in Finals.

All finalists presenting over Zoom for fairness.

You deliver a FREE-FORM 3-minute presentation.

- **Compel** and **entertain** the judges to vote for you as the best competitor.
- Don't forget, the public is watching so have an **ask** for any viewer and a way for people to **follow-up** or **connect** with you!

You will be muted at 3 minutes by Stage Manager.

2 Minute Q&A - make answers short and sweet.

You or judges will be muted at 2 minutes by Stage Manager

Judges

You can connect with before the competition but DO NOT send additional material.

What you submitted is what they are reviewing before your live presentation.



Laura Lisowski Cox

Advisor, Board Member, Investor,
Cofounder of Oars + Alps



Jon Bassford

Founder, Lateral Solutions, Startup
Advisor



Brian Cashin

Senior Associate at Teamwork
Ventures



Nick Lamb

CEO, Outcode Software, Startup
Advisor



Elisabeth Nebeker

Program Director, Wasatch
Innovation Network



Ryan Nash

COO, Gust, Angel Investor, Growth
Advisor



Katie Neilson

Co-founder, President, Assure,
Angel Investor



Jan Nolte

Founder, The Influential Voice,
Angel Investor



Marc Rasich

Attorney, Angel Investor, Advisor,
BoomStartup Mentor



Judy Robinett

Author, 'Crack the Funding Code',
CEO, Investor, Startup Advisor



Mark Tullis

Co-founder TechBuzz, Tech
Advocate, Entrepreneur



David Weinstein

CEO, CTQ, Investor, Startup Advisor,
Venture Accelerator



Judging criteria

Hint: make sure to use these words on key points you want the judges to key into!

You can talk to each of these points, in any order.

Professionalism

Traction

Viability

Reach

Innovation



PRESENTATION TIPS

You are appealing to the judges to win the prizes.

You are appealing to the viewers to gain a following and grow your business.

Practice makes perfection. Script and time yourself.

Test your presentation with others, many many times.

Watch the previous pitch competition finals to see how others have done this.

What you present and share with the world is up to you.

Your ENERGY and EXCITEMENT is the biggest influence of all!

PitchUp

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Live!

Friday, April 15

11 am - 12 pm MDT

FINALS LOGISTICS

Live broadcasted over Vimeo for VIEWERS to watch

- Will be recorded and archived on BoomStartup's site
- Anyone can watch live, just requires registration
- No direct viewer engagement with you
- You can have this running on another computer, but don't play audio when you're on stage (feedback is bad)

Your participation happens through ZOOM (PRIVATE LINK)

- Each category has own time section (approx 25 minutes)
- Log in, stay in waiting room
- Change your Zoom displayname to be your company name | full name
- Stage Manager will promote you to Co-host when it's your turn to present
- You need to share your screen, turn on your camera, use your mic and headphones.
 - If you DIAL IN, please send phone # to Stage Manager so they also promote that to Co-host
 - Use chat and message stage manager if problems.

PitchUp

THREE

Zoom
Broadcast
Experience

Good internet
Camera on
Good lighting
Audio input
Sharing Zoom
Window test
No distractions

Presentation

Less to read
More to listen
Script it
Show
innovation

Story

Question
Hook
Point
Possibility
Impact
Product
Business

Practice

10 - 20 times
Boom mentors
20 minute
session
Record &
critique
yourself

Q&A

Confused? Ask
for clarification.
Hit the point in
answer
If time, tell a
story

Promote

Brag you're a
finalist
Share viewer
link
HAVE FUN!

Time	Group	In Zoom Waiting Room
11am - 11:10	Kickoff	Digital Toolkits
11:10 - 11:33	Digital Toolkits	Logistics + Transportation
11:33 - 11:58	Logistics + Transportation	CLIMATE + SUSTAINABILITY
11:58 - 12:21	CLIMATE + SUSTAINABILITY	Enterprise
12:21 - 12:44	Enterprise	Education + Intelligence
12:44 - 1:09	Education + Intelligence	Financial
1:09 - 1:32	Financial	Health + Wellness
1:32 - 1:54	Health + Wellness	EVERYONE
1:54 - 2:00	WINNERS Announced!	Unmute yourself if you win & say something! :)