**Pitch & Pour: Start-up Competition and Happy Hour FAQs  
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**What is the Pitch & Pour: Start-up Competition and Happy Hour and who can apply?**  
This inaugural program will take place in the afternoon on Sunday, October 5. Up to 15 standout companies will be selected to deliver 5-minute pitches to a panel of expert judges, followed by a brief Q&A session. The winner will receive a cash award, and a complimentary all-access pass and complimentary company presentation to The MedTech Conference in 2026. Eligible companies are companies that have raised less than $10M since inception, offer a military-focused application of their technology (for more information, see <https://mtec-sc.org/focus-areas>) and are available to pitch in person on October 5th in San Diego, California (if selected).   
  
**What is the deadline to submit a Start-up Pitch application?**  
The deadline to submit a Start-up Pitch application is July 18, 2025.   
  
**Do I need to register for The MedTech Conference to participate in the Start-up Pitch program?**   
If you are selected, you will be required to register and be offered a discounted All-Access pass registration for the rate of $750 for the presenter. If additional colleagues want to attend, they may do so for a discounted rate of $900 for an All-Access pass.   
  
**When will I find out if I’ve been accepted?**  
We will send notifications the week of August 4.   
  
**What should I include in my presentation?**

Suggested material for your slide deck to include is below. Note your presentation does not have to match this template, but it should include the requested information. Maximum of 15 slides.

1. Company Introduction – Vision and Mission
2. Ask, Use of Funds, Impact on Company
3. Problem Statement/Unmet Need, and highlight military relevance. See [focus areas](https://mtec-sc.org/focus-areas).
4. Your Solution - Product/Technology
5. Current Status – preliminary data, milestones achieved, etc.
6. Commercial and/or Government Market Opportunity
7. Your Technology and Intellectual Property
8. Your Business Model
9. Competition/Competitive Edge
10. Path to Market
11. Key Milestones and Timeline
12. Team and Expertise

**Who can I** **contact with questions and for more information?**  
For specific Start-up Pitch program and application questions, contact Beth Perkins at [bperkins@advamed.org](mailto:bperkins@advamed.org).   
For general application questions, contact [program@advamed.org](mailto:program@advamed.org).