

Heartland Ventures, Stansbury Weaver,  
and RTRX present

# Tech Showcase & Pitch Competition

August 4th & 5th, 2021  
Express Live!



Since 2011, the [RTRX](#) conference has brought leaders and forward thinkers together. This year, RTRX, [Heartland Ventures](#), and [Stansbury Weaver](#) are partnering to convene and feature the most innovative startups in the Midwest, to benefit [Pelotonia](#) and showcase Midwest tech talent.

The search for the top Midwest startups begins now!

The theme of the competition is sustainability. We are seeking Midwest-based founders who are prioritizing the triple bottom line: planet, people, and profits. We are excited to be a part of this year's conference and invite founders, investors, and business leaders to participate with us.

**Apply to showcase your company for a chance to win \$35,000 Grand Prize!**

The **Top 10** companies making the biggest societal, social, or environmental impact will receive:

Free admission to the RTRX conference

VIP access to a networking lunch hosted by Heartland Ventures

Trade show booth with prime location at the RTRX Welcome Happy Hour

The **Top 3** will be chosen to make a 10-minute presentation to all of the conference attendees. The RTRX audience will vote on the winning solution that is making the biggest impact, and the founder will be awarded the **Grand Prize of \$25,000 along with \$10,000 worth of legal services!**

Tech showcase and pitch competition finalists will be announced Monday, July 26th.

Accepting applications from all startups until July 21, 2021 at 11:59pm.

[APPLY TODAY](#)



RTRX

PELOTONIA®



## What types of startups should apply?

All innovative startups working to provide sustainable solutions are encouraged to apply. Applicants are not limited to a single sector or industry. We encourage pre-seed, seed stage, and series A stage companies to apply. Product must be technology.

## Application Process

If you have a successful application, you will be invited to the RTRX conference on August 4th and 5th. 10 companies will be invited to a VIP lunch hosted by Heartland on the 4th and have the opportunity to set up a booth at the happy hour event that evening. From these finalists, 3 will be selected to pitch to a live audience of several hundred people at 1pm on Thursday, August 5th. The audience will vote on their favorite and that founder will receive a cash prize and free legal services.

## Companies are judged on:

- Concept: Does it solve a severe problem in industry or society? How big is the addressable market? Are you disrupting an existing market or creating a new one?
- Team: Does the team have the passion to solve the problem and the experience/ expertise to bring this vision to life?
- Execution: Are there early indicators of growth, revenue, or other measurable traction? What is the strategy for product development, marketing, sales, and sustainability?
- Impact: Does this business measurably improve our environment and have societal impact in a profitable way?

## What are the benefits to applying?

- All applicants will have their companies reviewed by the Heartland Ventures investment team and RTRX team.
- All applicants will be considered for the RTRX tech event and provided discounted tickets
- The chance to pitch in front of several hundred people and receive **\$25,000 cash and \$10,000 worth of legal services** provided by Stansbury Weaver.

## If I am selected as a finalist, what happens next?

- Finalists will be notified on a rolling basis and announced on July 26th.
- Applications will be accepted until midnight on July 21, 2021.
- Confirm that you are available to participate at the times indicated for August 4th and 5th at Express Live in Columbus, OH!
  - August 4th:
    - VIP lunch hosted by Heartland at 12 pm
    - Happy hour with a booth from 4-7 pm
  - August 5th:
    - 3 finalists will present at 1 pm
- Submit a final pitch deck for the competition, subject to specifications on content and slide count. (A template will be provided for your convenience)
- Sign a release, granting Heartland VC and RTRX permission to use your company and persons affiliated with your company in promotional and press materials for the tour.

*Food and beverage will be provided at the conference, but Heartland Ventures will not be responsible for any accommodation expenses.*

*For inquiries about hotel blocks and other questions please email [hannah@heartlandvc.com](mailto:hannah@heartlandvc.com).*