

SelectUSA Tech Pitching Event – application form template

- Company name:
- City of headquarters:
- Year established:
- Name of individual applying to pitch:
- Email of individual applying to pitch:
- How many employees?
- Have you worked with SelectUSA previously?
- What industry vertical[s] could incorporate your technology?
(Multiple choice question)
 - Aerospace and Defense
 - Agribusiness
 - Automotive
 - Business and Professional Services
 - Chemicals
 - Consumer Goods
 - Design and Construction
 - Distribution and Logistics
 - Education
 - Energy
 - Environmental Technology
 - Equipment and Machinery
 - Financial Services
 - Food and Beverage
 - Franchising
 - Healthcare
 - Industrial Materials
 - Information and Communication Technology
 - Marine Technology
 - Media and Entertainment
 - Safety and Security
 - Travel and Tourism
 - Textiles and Apparel
 - Retail Trade
 - Wholesale Trade
 - N/A
 - Other:

Who: Company Overview

- Who is on the team [names and titles/roles]?

Why: The Problem

- What problem are you trying to solve?
- How is your solution different from other solutions?
- What is the market opportunity?
[Define your market (global & specific to the United States), total market size, your niche, and U.S. market potential, competitors, trends, market forces,...]

What: Your Solution

- What is the new initiative, project, product or service?
- Describe how your product or service addresses the problem
- What is your competitive advantage?
- 4 P Marketing Mix [price, product, promotion, & place]

How: Business Model and Achievements

- Please describe your plans for profitability and scalability:
- Please describe your achievements:
[Achievements may include: your timeline and milestones to date, existing customers and other partnerships, funding already obtained and plans for future funding rounds, intellectual property (IP) protections (if applicable), other relevant achievements.]

When: Next Steps

- What are your next steps broadly and for the U.S. market specifically?
- When will your company be ready to come to the United States?
 - within 6 months
 - 6-18 months
 - 18-36 months
 - over 3 years