



# 2025 Pitching Session Application - COPY

## Introduction

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This document is a **resource** to assist startups interesting in applying to pitch at the 2025 SelectUSA Investment Summit. **This is not an application.**

To [apply to pitch](#), interested and eligible startups should apply for the Investment Summit using the [SelectUSA Tech](#) registration type and complete the pitching application as part of the registration process.

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# Content from the Pitching Application

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The content below is taken directly from the pitching application and has not been modified for this copy.

Startups interested in applying to pitch must apply through the Investment Summit application before the deadline: March 27, 2025, at 12:00pm Eastern Daylight Time.

## Pre-requisites

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To engage with SelectUSA Tech, startups **must be**:

- Founded outside the United States, **and**
- Developing an innovative technology product or service (a new technology, and/or delivering an existing technology to a market in new ways), **and**
- Looking to the United States for market-entry or growth within the next 2-3 years.

SelectUSA Tech startups must also meet **at least one** of the following criteria:

- 0-10 years old (Founded on/after January 1, 2015)
- 0-40 employees
- \$0-10M in annual revenue

Eligible SelectUSA Tech startups applying to pitch, must also meet **all** the below additional criteria:

- **Business Stage:** Early Stage *or* Growth Stage, **and**
- **Fundraising Stage:** Seed *or* Series A *or* Beyond, **and**
- **Investment Development Stage:** Focused Market Research, Site Selection, *or* Project Implementation at Selected Site.

Startups are **ineligible to compete** for **1 subsequent Investment Summit** following a **win** at an Investment Summit pitching session. For example, Startup A competed in 2024 and won the CleanTech pitching session at the Investment Summit. Startup A is **not eligible** to compete in an Investment Summit pitching session in 2025.

The pitching application will assist startups in determining if they meet the prerequisite criteria to apply to pitch. SelectUSA will also review the full Investment Summit application to verify eligibility, so please ensure consistency in your responses.

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## Application Information and Deadline

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You must **submit your pitching application** with your **Investment Summit application**.

**Your pitching application must be completed and submitted by March 27, 2025, at 12:00pm Eastern Daylight Time.** Once submitted, the pitching application cannot be edited.

If multiple representatives from your startup are applying to attend the Investment Summit, please **submit only one** pitching application. We will **ONLY** consider the first pitching application received from each startup.

## Evaluation Criteria

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Startups applying to pitch will be evaluated by a team within the U.S. Department of Commerce based on the strength of their pitching application on the following factors:

- What: Your Product or Service
- Why: Market Analysis
- How: Business Growth and Strategy
- When/Where: U.S. Market Readiness and Entry Strategy
- Who: Management Team

Pitching applications must be submitted in English. Startups are encouraged to **complete** the pitching application carefully and thoughtfully, adhering to the **requested format and length**. Links to external content will not be reviewed – only the text submitted in the pitching application will be considered in the evaluation criteria.

## Pitching Session Format and Assignments

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Selected tech startups in all pitching sessions will pitch in front of an audience of Investment Summit attendees and a panel of judges, which may include venture capitalists, corporate investors, representatives from startup ecosystems, and industry experts. All pitches are limited to **six minutes**, followed by **three minutes** of questions and feedback from the panel.

The 2025 SelectUSA Investment Summit will feature 6 pitching sessions, including 2 Open Tech sessions which will include those startups who select "Other Industry" and a mix of the 4 other industry topics.

Startups should indicate their preference from the available industry topics on the pitching application (AgTech, CleanTech, HealthTech, ICT/Software, Other Industry). For more information about how to select the appropriate industry, [review this information](#).

SelectUSA has the discretion to consider all the information provided to determine the final industry session placement of applicants.



## Approval and Notification

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As indicated on the registration page, applicants are vetted to confirm eligibility to register as a SelectUSA Tech startup. Only attendees approved to participate in the 2025 SelectUSA Investment Summit will be eligible for consideration to pitch. SelectUSA will review **all details** submitted in the Investment Summit application to confirm eligibility to pitch.

Receiving approval to attend the Investment Summit, **does not** mean you have been approved to pitch.

All applicants will receive a notification about their pitching application submission status (accepted or declined) in **April 2025**.

## Interested in Applying to Pitch (Y/N)?

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Are you interested in applying to pitch in one of our industry pitching sessions? [required](#).

Yes

No

## Pitching Application Questions

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Based upon your startup's industry, please select the pitching session you are interested in participating in. [required](#).

AgTech

CleanTech

HealthTech

ICT/Software

Other Industry

## What: Your Product or Service

Clearly explain what your product or service is.

- Describe your product or service and its positioning within the market using the 4P Marketing Mix: Price, Product, Promotion, and Place.
- What is the product or service's Unique Selling Proposition (USP)?
- What feature or perceived benefit sets it apart from similar products or services?
- Do you have any Intellectual Property (IP) protections and/or will you need them for the U.S. market?

"What" response: [required](#)

**MAX 250 WORDS**

## Why: Market Analysis

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Define the problem your product or service is trying to solve and describe the market opportunity, including any market forces and trends, particularly in the U.S.

- Why is there a market need for your product or service?
- What is the size of your target market (global and specific to the U.S.), and what potential is there for growth?
- Who is your target customer and how will you reach them?
- Who are your closest competitors and what is your competitive advantage?

"Why" response: [required](#)

**MAX 250 WORDS**

## How: Business Growth and Strategy

Describe your business model, your plans for profitability, and any growth/scaling your startup has achieved to date.

- How do you deliver your product or service to the market?
- Who are your existing customers? How do you achieve sales?
- What are your funding needs and why?
- Do you have any partnerships or other relationships that support your startup's growth?

"How" response: [required](#)

**MAX 250 WORDS**

## When/Where: U.S. Market Readiness and Entry Strategy

Describe your U.S. market expansion plans and entry strategy. As this is a SelectUSA event, it is **highly important** to demonstrate that you have thought carefully about your U.S. market entry plans and strategy.

- How and why does U.S. market entry fit your startup's growth strategy?
- What does your timeline for U.S. market entry look like?
- Do you know where in the U.S. you might locate?
- What steps does your company need to take to prepare for U.S. market entry? What progress have you made?

"When/Where" response: [required](#)

**MAX 250 WORDS**

## Who: Management Team

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Provide information about your management team as indicated below to demonstrate why investors can trust your team:

- Include the names and titles of your management team.
- What technical or business expertise does your team demonstrate?
- Why is your management team qualified to deliver your technology product/service to the U.S. market?
- What are the relevant accomplishments/skills/experiences your leadership team has which contribute to your startup's success?

"Who" response: **required**  
**MAX 250 WORDS**

## Closing

Thank you for your interest in the SelectUSA Tech Pitching Sessions at the Investment Summit.

Reminders: Submitting this application does not guarantee you a spot to pitch. By submitting your application to pitch, you grant SelectUSA permission to share your Investment Summit and Pitching Application with pitching session judges if you are selected to pitch.

All applicants will receive a notification about their submission status (accepted or declined) in April 2025.

## Definitions

### Stages

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#### Business and Fundraising Stages

- **Not Eligible to Apply to Pitch:**
  - **Idea Stage:** Building a team and initial product/prototype
    - Does not have a Minimum Viable Product (MVP), **and**
    - Does not have any revenue, **and**
    - Raising funds to develop an idea, product or concept
- **Eligible to Apply to Pitch:**
  - **Early Stage:** Building a product, establishing product-market fit and early revenue
    - Has a Minimum Viable Product (MVP), **and**
    - Has not raised Post Series A
  - or**
  - Initially commercializing their product/service in one or more target markets, **and**
  - Successfully incorporated/registered their venture

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- **Growth Stage:** Scaling customer acquisition and revenue
  - Has raised Post Series A,
  - or**
  - Generating recurring revenues (for the past 3 years) and experiencing solid growth, **and**
  - Showing clear, growing and measurable user / market traction in a large or rapidly expanding market

## Investment Development Stages

- **Not Eligible to Apply to Pitch:**
  - Initial Exploration/Research
  - Not sure at this time
- **Eligible to Apply to Pitch:**
  - Focused Market Research
  - Site Selection
  - Project Implementation at Selected Site

## Industry

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### AgTech

Startups selecting this industry may be engaged in developing innovative technology products/services that leverage advancements in data analytics in biotechnology, sensors, machinery, AI, indoor farming equipment, and automation to help solve challenges such as labor shortages and food insecurity, as well as circumvent issues brought on by climate change. This includes segments such as Ag BioTech, Agrifinance and eCommerce, Animal Ag, Precision Ag, and FoodTech.

### CleanTech

Startups selecting this industry may be engaged in developing innovative technology products/services that help reduce environmental damage or improve environmental quality, e.g., clean/renewable energy, sustainability, ClimateTech, critical minerals and materials for clean energy outputs, recycling, electric vehicles, and advanced batteries.

### HealthTech

Startups selecting this industry may be engaged in developing innovative technology products/services that help solve a health problem with a technology solution, e.g., BioTech, MedTech, medical devices, medicines, vaccines, pharmaceuticals, etc.

### ICT/Software

Startups selecting this industry may be engaged in developing innovative technology products/services that enable modern computing and allow people and organizations to interact in the digital world, e.g. software, cybersecurity, broadband, artificial intelligence, eCommerce, robotics.

### Other Industry



Select this option if your startup is developing innovative technology products/services in other industry sub-sectors including not listed.

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