2026 Pitching Session Application - COPY

Introduction

This document is a **resource** to assist startups interested in applying to pitch at the 2026 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 separate SelectUSA Tech pitching application. The link to the pitching application will be included in the Investment Summit application confirmation email for SelectUSA Tech applicants.

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Content from the Pitching Application

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 submit the pitching application before the deadline: **March 19, 2026, at 12:00 PM Eastern Daylight Time**.

Pre-requisites

To be **eligible to apply to pitch**, startups must meet the criteria below:

- **Submitted** the 2026 SelectUSA Investment Summit application as a SelectUSA Tech registrant
  - The pitching application will require you to provide your **confirmation number** (XXXX-XXXX) from the successful submission of your Investment Summit application before you can proceed.
- Business Stage
  - **Eligible to Apply to Pitch:**
    - **Early Stage**: Building a product, establishing product-market fit and early revenue
    - **Growth Stage**: Scaling customer acquisition and revenue
  - **Not Eligible to Apply to Pitch:**
    - **Idea Stage**: Building a team and initial product/prototype
- **Did not win a pitching session at the 2025 SelectUSA Investment Summit**
  - 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 2025 and won the HealthTech pitching session at the Investment Summit.
    - Startup A is **not eligible** to compete in an Investment Summit pitching session in 2026.

The pitching application will assist startups in determining if they meet the pre-requisites to apply to pitch.

Application Information and Deadline

You must submit your Investment Summit application before you can apply to pitch.

Your **Investment Summit application** and **your pitching application** must be submitted by **March 19, 2026,** at **12:00 PM Eastern Daylight Time.** Once submitted, the **applications cannot be edited**.

Pitching applications must be **submitted in English**.

Links to **external content will not be reviewed** – only the text submitted in the pitching application will be considered in the evaluation criteria.

Please **submit only one** application per startup. If multiple representatives from your startup apply to pitch, we will ONLY consider the first pitching application received.

Your information will be treated as business confidential.

Evaluation Criteria

Startups applying to pitch will be evaluated by a team within the U.S. Department of Commerce based on the strength and completion 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

Startups are encouraged to **complete** the pitching application carefully and thoughtfully, adhering to the **requested format** and **length**.

Pitching Session Format and Assignments

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.

Startups should indicate their preference from the available industry topics on the pitching application (Defense, Energy, Health, ICT/Software, Other). The pitching application includes more information about how to select the appropriate industry.

Approval and Notification

Only attendees approved to participate in the 2026 SelectUSA Investment Summit will be eligible for consideration to pitch. Receiving approval to attend the Investment Summit **does not** mean you have been approved to pitch.

SelectUSA will review **all details** submitted in both the Investment Summit and pitching applications to confirm eligibility to pitch.

All startups that **apply to pitch and** are **approved to attend the Investment Summit** will receive a notification about their pitching application submission status (accepted or declined) in **April 2026**.

Pitching Application Questions

First Name:

Last Name:

Company/Organization:

Job Title:

E-Mail:

Country:
Please choose the country/market of your parent organization. If you work for a U.S. subsidiary of a foreign company, please choose the applicable foreign market.

Of the following technology industry sub-sectors, please select the most applicable option. If other, please specify the technology industry sub-sector your startup operates in:
AgTech or FoodTech
CleanTech
eCommerce & Retail Tech
FinTech
HealthTech (incl. MedTech)
Information and Communication Technology (ICT)/Software
Other Tech-Industry Sub-sector

Please provide the confirmation number (XXXX-XXXX) from your 2026 SelectUSA Investment Summit application submission.
You can find the confirmation number in your Investment Summit "Application Confirmation" email.

Please select the business stage that best fits your startup.
Idea Stage: Building a team and initial product/prototype
Early Stage: Building a product, establishing product-market fit and early revenue
Growth Stage: Scaling customer acquisition and revenue

Did your startup pitch at the 2025 SelectUSA Investment Summit?
Y
N

Did your startup win a pitching session at the 2025 SelectUSA Investment Summit?
Y
N

Pitching Session Topic

The 2026 SelectUSA Investment Summit will feature six pitching sessions, including an Open session, which will include those startups in other industry sub-sectors not identified below. For consideration for the Open session, please select “Other” from the list below. SelectUSA has the discretion to consider all the information provided to determine the final industry session placement of applicants.

Please select the pitching session topic that best fits your startup’s industry.

Defense
Energy
Health
ICT/Software
Other

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
MAX 250 WORDS

Why: Market Analysis

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
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
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
MAX 250 WORDS

Who: Management Team

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
MAX 250 WORDS

Closing

Your submission is almost complete. If you need to make changes, do so now by clicking the "Back" button below. Please review, confirm, and click on the "Finalize Submission" button once your application is ready to be submitted. Once submitted **no edits will be allowed**.

Submission Complete

Thank you for your interest in the SelectUSA Tech Pitching Sessions at the 2026 SelectUSA Investment Summit. You will receive a submission confirmation email for your records.

Reminders: Submitting this application **does not** guarantee you a spot to pitch. All startups that **apply to pitch and** are **approved to attend the Investment Summit** will receive a notification about their pitching application submission status (accepted or declined) in **April 2026**.

If you have any questions, please contact the support@selectusa-summit.com.

Definitions

Stages

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 Pre-Seed 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
  - **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

Industry

Startups should **select** the **industry** that **best fits** your product/service. The 2026 SelectUSA Investment Summit will feature 6 SelectUSA Tech pitching sessions, including an Open session, which will include those startups that select “Other” from the topic list on the pitching application.

Startups should indicate their preference from the available industry topics on the pitching application (Defense, Energy, Health, ICT/Software, Other).

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

The following additional information is provided to assist you in determining which industry may be the best fit.

Defense
Startups selecting this industry may be engaged in developing innovative technology products/services that bridge the gap between commercial technology and military or national security applications, e.g. cybersecurity, critical infrastructure, robotics, unmanned systems, space technologies, intelligence, surveillance, and reconnaissance, etc.

These products/services may be dual-use, government-only, or currently commercial-only but will expand to also be government-focused in the future.

Energy
Startups selecting this industry may be engaged in developing innovative technology products/services that apply scientific and engineering principles to develop tools, systems, and methods for addressing energy-related challenges and opportunities, e.g. producing, storing, converting, distributing, and efficiently using energy from various sources.

Health
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, broadband, artificial intelligence, eCommerce, robotics.

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