

From: Lisa Riggs [<mailto:lriggs@edclancaster.com>]
Sent: Wednesday, July 12, 2017 9:15 AM
Subject: Rise of the Rest - \$100,000 pitch competition

As some of you are already aware, on October 10th, Central PA will be a leg on the Rise of the Rest® tour (www.riseofrest.com). This tour is led by AOL Founder Steve Case and his newest partner JD Vance. Among the goals is spotlighting disruptive and innovative early stage companies that exist communities like ours (and outside of Silicon Valley, New York and Boston where the majority of VC investment occurs.)

The signature piece of the tour is the \$100,000 investment Case will make in one company in each of the communities being visited (so one company in Central PA). I have attached a one-page flier that we are actively distributing with the hopes that you can pass it along to your faculty and/or other contacts that may have eligible start-up businesses located in Central PA. We have a goal of 100+ applicants coming from our region (inclusive of the York, Lancaster and Harrisburg MSAs). The deadline for applications is very tight – August 15. As the flier notes, our partners at Ben Franklin are doing a webinar to assist companies with the pitch process.

Happy to provide anyone with more information. We have set up a page on our website (www.edclancaster.com) with information as well as local media coverage of this effort.

--Lisa

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RISE OF THE REST

WITH STEVE CASE

POWERED BY  revolution

OCTOBER 10
the bus stops here.

Harrisburg - Lancaster - York



COMPETE FOR A \$100,000 INVESTMENT FROM STEVE CASE

LEARN MORE: WWW.RISEOFREST.COM

Steve Case and the Rise of the Rest team will be visiting Harrisburg-Lancaster-York for their next official tour. Eight finalists are selected in each city for a pitch competition and the winner will receive a \$100,000 personal investment from Steve Case! The Harrisburg-Lancaster-York pitch competition will occur on **Tuesday, October 10**.

COMPANIES WILL BE JUDGED ON:

BOLD IDEA: Does the idea "swing for the fences" and have the potential to disrupt a big industry, affect your community, or even change the world? **JOBS:** Will the idea, if it scales, employ a large number of people? **TEAM:** Does the team have the skills and leadership to move forward on this idea? **EXECUTION:** Is there strong customer growth or revenue? **BUSINESS MODEL:** Has a revenue model been defined and is it realistic & sustainable? **SUPPORTING DOCUMENTS:** The quality of your application responses and other supporting materials such as pitch deck, company website, product demo, video introduction.

ELIGIBILITY REQUIREMENTS

- Have a live product/service or be in active beta.
- Have measurable performance indicators such as revenue, customers, successful beta results.
- Currently be raising - or have near-term plans to raise - an early stage round.
- Be headquartered within 75 miles of the city where you are applying to pitch.

DEADLINE: AUGUST 15, 5:00 PM

IS THE CONCEPT OF DELIVERING A 'PITCH' AND/OR 'PITCH DECK' NEW TO YOU?

No problem, Ben Franklin Technology Partners will be offering a webinar training on creating investor pitches 10 am on Thursday, July 20th. The session will be recorded so you can still access it even if that date doesn't work for you. Register with **Jill Edwards** at jde10@psu.edu.

QUESTIONS? Connect with your local contact: **HARRISBURG** David Black: dblack@hbgrc.org, 717-232-4099
LANCASTER Lisa Riggs: Iriggs@edclancaster.com, 717-397-4046 **YORK** Kevin Schreiber: kevin@ycea-pa.org, 717-848-4000



ABOUT RISE OF THE REST Revolution's RISE OF THE REST with Steve Case is a nationwide effort to work closely with entrepreneurs in emerging startup ecosystems. Our view is that this is the beginning of a new era for entrepreneurship across the U.S. — high-growth companies can now start and scale anywhere, not just in a few coastal cities.

ABOUT REVOLUTION Revolution is a Washington, DC-based investment firm founded by Steve Case in 2005. Revolution's mission is to build disruptive, innovative companies that offer consumers more choice, convenience, and control in their lives. Revolution seeks to create significant value for companies that are attacking large, traditional industries with innovative new products and services.