

Heartland Challenge Startup Competition

Investor Roundtables: April 13, 2024

The Heartland Challenge Investor Roundtables are designed to simulate, for the teams, the experience of meeting an investor in an informal environment (airport, coffee shop, etc). This is designed to test the team’s ability to engage meaningfully without a script/slides, and the primary evaluation criteria used is, “if you invested in their sector/stage, would you take a meeting with this company?”.

The competition round is followed by a feedback round that allows you and the other judges to give the feedback on both their business and their style of engaging with potential investors.

Investor Roundtable Format			
<ul style="list-style-type: none"> • teams should arrive at the assigned presentation room 5 minutes early • all team members should be present • First round – judges have 15 minutes with each team in their roundtable <ul style="list-style-type: none"> ○ Teams present uninterrupted for 2 minutes, no slides or props ○ The remaining 13 minutes should be conversational, simulating the experience of meeting investors in a restaurant or airport. • Feedback Round – judges have 15 minutes with each team to provide feedback 			
COMPETITION ROUND			
TIME	Roundtable 1: Conf Rm 1 Cadron Capital	Roundtable 2: Conf Rm 2 Symbiosis	Roundtable 3: Conf Rm 3 UA Walton MS Finance
8:30-8:45, Block A			
8:50-9:05, Block B			
9:10-9:25, Block C			
9:30-9:45, Block D			
9:45-10:10	ASSESSMENT TIME FOR JUDGES/BREAK		
FEEDBACK ROUND			
10:10-10:25, Feedback Block A			
10:30-10:45, Feedback Block B			
10:50-11:05, Feedback Block C			
11:10-11:25, Feedback Block D			