

Pitch & Pour: Start-up Competition and Happy Hour FAQs

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What is the Pitch & Pour: Start-up Competition and Happy Hour and who can apply?

Now in its second year, this program will take place in the afternoon on Sunday, October 18. Up to 15 standout companies will be selected to deliver 5-minute pitches to a panel of expert judges, followed by a brief Q&A session. The winner will receive a cash award, and a complimentary all-access pass and complimentary company presentation to The MedTech Conference in 2027. Eligible companies include companies that have raised less than \$10M since inception, offer a military-focused application of their technology (for more information, see <https://mtec-sc.org/focus-areas>) and are available to pitch in person on October 18th in Boston, MA (if selected).

What is the deadline to submit a Start-up Pitch application?

The deadline to submit a Start-up Pitch application is August 6, 2026.

Do I need to register for The MedTech Conference to participate in the Start-up Pitch program?

If you are selected, you will be required to register and will be offered a discounted All-Access pass registration for the rate of \$750 for the presenter. If additional colleagues want to attend, they may do so for a discounted rate of \$900 for an All-Access pass.

When will I find out if I've been accepted?

We will send notifications the week of August 24.

What should I include in my presentation?

Suggested material to be included in your slide deck is below. Note: your presentation does not have to match this template, but it should include the requested information. Maximum of 15 slides.

1. Company Introduction – Vision and Mission
2. Ask, Use of Funds, Impact on Company
3. Problem Statement/Unmet Need and highlight military relevance. See [focus areas](#).
4. Your Solution - Product/Technology
5. Current Status – preliminary data, milestones achieved, etc.
6. Commercial and/or Government Market Opportunity
7. Your Technology and Intellectual Property
8. Your Business Model
9. Competition/Competitive Edge
10. Path to Market
11. Key Milestones and Timeline
12. Team and Expertise

Who can I contact with questions and for more information?

For specific Start-up Pitch program and application questions, contact Beth Perkins at bperkins@advamed.org. For general application questions, contact program@advamed.org.