

10 YEARS  
ALABAMA Launchpad<sup>®</sup>  
a program of **EDPA**

## ALABAMA LAUNCHPAD STARTUP COMPETITION

- About Alabama Launchpad
- Startup Competition
  - Rules & Eligibility
  - Applying
  - Competing
  - Judging
  - Winning
- Additional Resources



## AGENDA



**start.**  
**stay.**  
**grow.**

Alabama Launchpad helps high growth companies start, stay, and grow in Alabama while supporting, advocating, and recognizing entrepreneurship statewide.

## ALABAMA LAUNCHPAD STARTUP COMPETITION

Alabama Launchpad's Startup Competition is for startups that need additional capital to launch or scale their business. Startups will compete for multiple cash grants. Individual awards are based on funded milestones submitted through the project budget required during the application phase.

**Generally excluded are the following:** buy-outs, real estate syndications, tax shelters, franchises, licensing agreements, and spin-outs from existing corporations.

**Equity Investment and Revenue Requirements:**

Any external funding received by the startup team must be identified and reported in the program application. Ventures that have raised **equity capital totaling \$1 million or more** from sources other than team members or their friends and families, or that have realized **more than \$3 million in sales in the 12 months** immediately preceding the competition are not eligible. Federal grant awards, including funding from SBIR/STTR programs, are excluded from this restriction.

## RULES/ELIGIBILITY

The logo for the Alabama Launchpad Startup Competition is located in the top left corner. It consists of a green rectangular area with a white geometric pattern of intersecting lines on the left side. To the right of this pattern, the text "ALABAMA LAUNCHPAD" is written in a smaller, white, sans-serif font, and "STARTUP COMPETITION" is written in a larger, bold, white, sans-serif font below it.

ALABAMA LAUNCHPAD  
**STARTUP COMPETITION**

The YouNoodle logo is centered on the page. It features the word "younoodle" in a dark red, lowercase, rounded sans-serif font. The letters are thick and have a friendly, approachable feel.

The Alabama Launchpad Startup Competition utilizes the online platform YouNoodle to collect, review and progress applications. YouNoodle will be the primary communication vehicle for the Alabama Launchpad competition. Each application owner can invite other team members to view and/or edit an application. Each team member will need to create their own YouNoodle account and accept their invitation to fill out their personal form.

# ALABAMA LAUNCHPAD STARTUP COMPETITION

## Application Steps

- Create a [YouNoodle Account](#)
- Complete all application tasks
  - Agree to Terms and Conditions
  - Complete Application Form
  - Complete Team Information Form
  - Upload 3 Minute Pitch Video
  - Upload Slide Deck (10 slides max)
  - Upload Business Model Canvas\*
  - Upload Project Budget\*
  - Pay \$150 Application Fee through PayPal

\*Indicates a [template](#) is provided. Failure to use provided templates may result in rejection of application.

Alabama Launchpad

Startup Competition

Do you have an innovative idea?  
Are you looking to take your start up to the next level?  
Alabama Launchpad can help!  
Apply and compete for your share of startup funds

\$250k

### COMPETITION STEPS

- Application
- Pitch
- Assessment
- Finale

Helping Startups Grow and Thrive

- Feedback Loop
- Perfecting your Pitch
- Cash Awards

The graphic features a dark teal background with white and light green icons and text. It includes a money bag icon with a dollar sign and '\$250k', a lightbulb icon, a person with a speech bubble icon, a document icon, a trophy icon, a speech bubble icon, a person with a bar chart icon, and a dollar sign icon.

# ALABAMA LAUNCHPAD STARTUP COMPETITION



★ Event ● Deadline  Feedback

● **Application Deadline:** Dec. 19  
**Judges meeting:** Jan. 12

 **Competitors Announced:** Jan. 16

★ **Kick Off Webinar:** Jan. 25

● **Business Plans Due:** Feb. 6

 ★ **First Pitch Presentation:** Feb. 24

● **Revised Business Plan Due:** March 6

 **Assessments Return:** March 27

● **Final Business Plan Due:** April 3

 ★ **Finale Event:** April 27 (Mobile)

## COMPETITION SCHEDULE

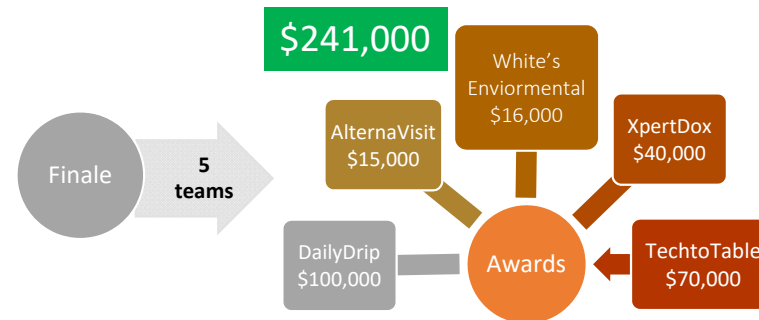
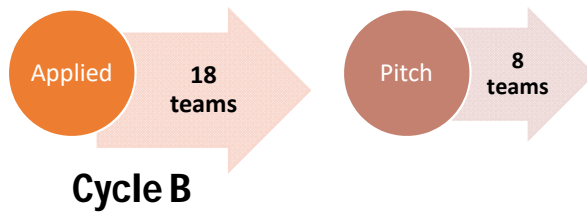
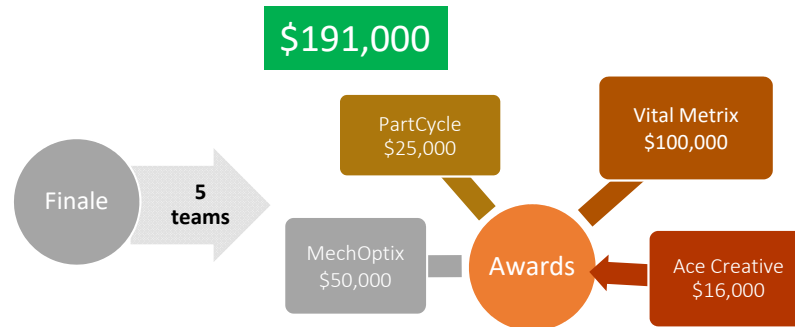
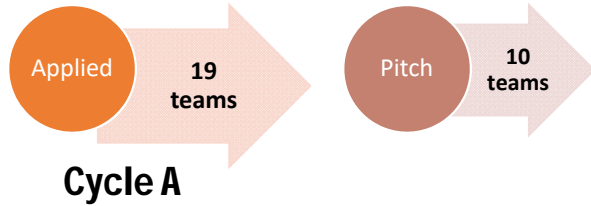
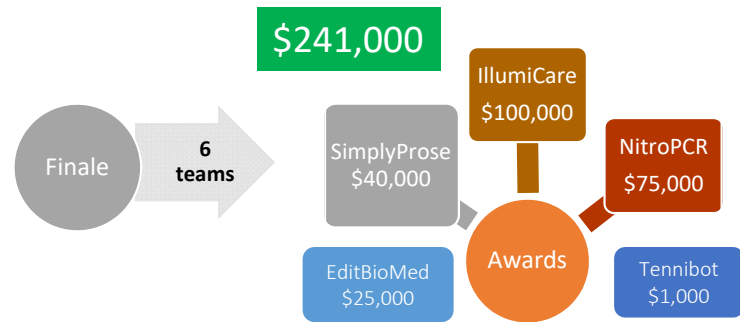
ALABAMA LAUNCHPAD  
**STARTUP COMPETITION**



COMPETITION – PITCH PRESENTATIONS



# ALABAMA LAUNCHPAD STARTUP COMPETITION



# ALABAMA LAUNCHPAD SBIR/STTR PROGRAM

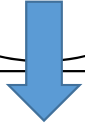


The purpose of the Alabama Launchpad SBIR/STTR Program is to increase the success rate and competitiveness of SBIR/STTR applicants in the state.

Proposal  
Preparation  
Workshops

Agency  
Specific  
Workshops

Phase 0  
Awards

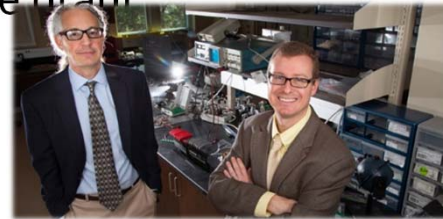


Writing Assistance  
Accounting Compliance  
Preliminary Research  
Commercial Assessments

## Phase 0 Testimonials

- “We were thrilled to hear about the Phase 0 awards available through Alabama Launchpad, which include both financial support for preliminary data as well as dedicated one-on-one time to work with a grants consultant while writing the grant.”

- Silas Leavesley, SpectraCyte



- “This support was invaluable and no doubt contributed to a perfect score of '10' on our Phase II application to the NIH and an award in excess of \$3 million over two years.”

- Ker Ferguson, Exscien Corporation



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## Questions? Contact:

### **Greg Sheek**

Director, Launchpad Programs

205-943-4724

[gsheek@edpa.org](mailto:gsheek@edpa.org)

### **Mary Hope Garmon**

Grants Analyst

205-943-4727

[mgarmon@edpa.org](mailto:mgarmon@edpa.org)

start. stay. grow.