



## **ELIGIBILITY RULES**

- **The competition is for regional businesses only:** Applicants must be currently living or attending school in the Monterey Bay region of California, which includes Monterey, San Benito and Santa Cruz counties in California, plus the cities of Gilroy and Morgan Hill. The competition will not accept applications for businesses outside of this region.
- **The competition is for new businesses.**
  - Venture businesses may not have been in operation - generating revenues - for more than two years, with no more than \$500,000 in cumulative revenue.
  - Main Street businesses may not have been in operation for more than two years with cumulative revenues no greater than \$100,000.
  - Student division businesses must all be pre-launch.
  - Students may enter any division that is appropriate.
  - In reviewing applications we may contact you regarding the appropriate competition division for your business. The Startup Challenge reserves the right to be the final arbiter of the selection of the division.
- **Only online applications through this website will be accepted.** The last day to submit a completed application online is Monday, March 13, 2017 at 11.59 p.m. (Pacific Standard Time)
- **You must be present to participate on Saturday, April 8<sup>th</sup> to pitch.** Applicants must be physically present to compete in the Qualifying Round on Saturday, April 8, 2017 at the Gambord building at California State University Monterey Bay, 3052 Divarty Street, Marina, CA.
- **The Qualifying Round is a verbal pitch.** No PowerPoint slides or other computer aided presentations will be allowed.
- **Finalists for each of the divisions will be announced by 5:00 p.m. on April 8<sup>th</sup>.** Finalists for each division will be chosen only from those applicants that compete at the Qualifying Round and will be posted on [www.TheStartupChallenge.org](http://www.TheStartupChallenge.org) website. The contact person for each of the winning teams will be notified by the end of the day of the qualifying round.
- **Cost is free.** There is no cost to apply to the 2017 Startup Challenge Monterey Bay competition.