Information and FAQs
Rice Alliance Startup Roundup at OTC
Monday, April 30, 2018

Thank you for your interest in Startup Roundup at OTC. Click on the topics below to quickly advance through the document.

About Startup Roundup at OTC:

The OTC Startup Roundup will showcase 50 emerging technology energy companies. These companies will stem from diverse areas within the upstream energy sector, preferably with existing funding ranging from seed rounds to Series C or D. The event offers a great opportunity for OTC attendees to learn more about these emerging technologies and businesses and enables potential partnerships and investment opportunities.

Participating startups will hold several one-on-one meetings with investors called Investor Office Hours. Formatted like a speed-dating event, these rotating meetings with investors are intended as introductions to your company and opportunities to get advice and establish industry contacts. Investors include venture capitalists, corporate investors, and angel investors.

Following Office Hours, the 50 startups will present their 3-minute Business Pitches to OTC attendees. The presentations are followed by a networking reception and recognition of the top 10 Most Promising Companies.

About the Organizers:

The Rice Alliance has successfully conducted more than 50 such events through the last 15 years, with presenting companies going on to raise over $3.6 billion in startup and follow-on funding.

Applications to Present:

Here's what you need to apply:

- Contact Information
- Company Details (event goals, money raised, etc.)
- Company Logo (high resolution JPG)
- Company Descriptions (1 sentence & 150-words)
- Executive Summary (1 to 3 pages, non-confidential summary, saved as a PDF). A template can be found on our website, although you are not required to use this format.

APPLY to PRESENT HERE

APPLICATIONS ARE DUE BY 5:00 PM (CST) ON FRIDAY, MARCH 9, 2018!

Companies that are selected to present will be notified by email in late March 2018.

Cost:

There is no fee to apply.

If you are selected, the cost to present is $225 but free for Rice Alliance Corporate Members. [Click here to become a member](). The registration fee covers:

- Event Registration for one person
- Investor Office Hours
- Networking Reception
- Full day admission to the OTC for one person on April 30, 2018

For each additional company representative attending Startup Roundup, there is a fee of $125. All employees of Rice Alliance Corporate Member Companies are free. Corporate Memberships start at $500.

Event Details for Presenting Companies:

Date: Monday, April 30, 2018
Location: Offshore Technology Conference, Stockman's Club (Level 2), NRG Arena, Houston, Texas
Event Schedule:
       11:30 to 12:30 pm: Lunch and Networking
       12:30 to 2:00 pm: Office Hours
       2:00 to 4:00 pm: Company Pitches
       4:00 to 5:00 pm: Reception

We recommend that you arrive by 11:30 am. Office Hour meetings start promptly at 12:30 pm in the Stockman's Club, Level Two of the NRG Arena.

Investor / Industry Office Hours:

Office Hours are only for the selected companies pitching their business at Startup Roundup.

Prior to the event, we provide the participating investors and industry leaders with a directory of the participating companies, which including information from the company applications. Investors also will have access to the executive summaries. Investors select which companies they would like to meet, and we create the meeting schedules to suit their requests.

A few days prior to Office Hours, each participant will receive a schedule of meetings for the event and an Investor / Industry Directory with photos and bios of the participating investors and descriptions of their firms.

Please do not be late. With so many companies and investors, our meeting matrix is extremely tight. We cannot alter the schedule for late arrivals.

Each meeting lasts approximately eight (8) minutes. While we cannot guarantee it, we do our best to ensure that each participating startup has four or five meetings.

Participating Companies may bring up to three representatives to the meetings, although additional company representatives must pay an additional $125 each to attend the presentations and networking reception. Dress is business casual.

Company Presentations:

- Please take your seat by 2:00 pm as a courtesy to the other presenters.

- At your presentation time, your Company will be introduced by name.

- Only one person will present for each company.

- You will have exactly two and a half (2.5) minutes to present. The timing clock will be visible from the podium and will count down from 3:00 to 0:00. You must end your presentation when the clocks hits "0:00". No exceptions.

- There is no Q&A. The Reception is an excellent time and venue for audience members to ask any questions.

- All presentations will be made from behind the podium.

- You may use 5-8 PowerPoint slides during your presentation. Please see the PowerPoint Guidelines below.

PowerPoint Guidelines:

- Must be formatted as **widescreen 16:9 (not the older 4:3 version) PowerPoints** and saved as a .ppt or .pptx. Do not send a PDF file. We merge individual slide decks into one to minimize the transition time between presentations.

- Slides must be emailed to tara.williams@rice.edu by 5:00 PM CST, Friday, April 20, 2018.

- You must use the auditorium's laptop; we cannot switch the projector input to your own laptop.

- 5 to 8 slides are recommended.

- Use standard fonts. Unusual fonts may display incorrectly and negatively affect your presentation.

- Please do not embed video or audio as they do not perform reliably.

- Do not use automatic or custom transitions from one slide to the next. Also, we recommend that you minimize the use of "builds" on slides (where a line of text appears after you hit Enter). It consumes your valuable presentation time.

- Once submitted, your slide deck may not be modified. Please proof it carefully before submitting.

- This event is open to the public, so please **refrain from including confidential information**. If you are seeking funding and include the amount you are seeking, do not include information about the terms of the investment (i.e., pre-or post-money valuation of the company, number of shares being sold, share price, convertible debt terms, etc.).

- Copies of your slide deck will **not** be distributed or made available to attendees. If someone asks us for your slides, we will refer them to you.

- All company slide decks will be merged into one continuous PowerPoint file for the event. The software used includes Windows 7 and Office 2013. We recommend that you save your slide deck in PowerPoint 2013 format, or at least verify that your presentation displays correctly in PowerPoint 2013 before submitting it.

- "Notes" within your PowerPoint slide file may be included in your slide deck, but we cannot guarantee that they will be visible to you at the podium.

Hints and Tutorials for Presenters:

- Your presentation is basically a succinct verbal and visual presentation of the elements of your Executive Summary (technology, market, strategy, business model, competition, competitive advantage, status of intellectual property, financials, management team, advisors, etc.).

- Your goal is to give an overview of your company. You want to intrigue potential customers and investors, convincing them that you have a compelling and unique

technology that solves a real business problem. Details can be discussed in subsequent meetings.

- Your opening line is important. Keep your message interesting, yet simple and direct.

- Make it very clear exactly what you are seeking (e.g., venture funding, strategic partners, advisors, service providers, customers, etc.).

- Practice, practice, practice. Be able to recite your entire presentation without pause, even if the lights suddenly go out! And yes, that has happened…

- We recommend you do not use notes or a script.

- You may use a small, hand-held prop if you think it will add value to your presentation.

- You will speak from the podium and will be able to see your slides on the podium's laptop. PowerPoint's "Presenter View" is generally reliable, but we can't guarantee it will work for you.

- You will advance the slides yourself with the "arrow down" or "arrow forward" key. Please do NOT put auto advance transitions into your PowerPoint slides deck.

- You are welcome to state an amount (or range) of investment that your company seeks, but please do not propose a specific valuation for your company or percentage of company ownership that will be given in exchange for the investment you are seeking. We suggest you discuss that privately with potential investors.

- Remember the vital components of your presentation. Here's a video titled "Elevator Pitch Do's and Don'ts": http://news.rice.edu/2012/04/20/perfecting-the-elevator-pitch/

- You can search YouTube and Vimeo examples of elevator pitches from the Rice Business Plan Competition (RBPC).

- Additionally, here are two 5-minute presentations (from the 2012 Texas Life Science Forum):
  - 2nd MD: https://www.youtube.com/watch?v=uyaj3yk-N_Y
  - TNG Pharmaceuticals: https://www.youtube.com/watch?v=YOyra_fkWaU

Additional Questions:

Q: Where do I find additional information about the Rice Alliance?
A: www.alliance.rice.edu

Q: Where do I find additional information about the Offshore Technology Conference?
A: http://2018.otcnet.org/

Q: Where can I find a map of the NRG Park parking and facilities?
A: https://www.nrgpark.com/parking-map/

Q: Is there a layout of the NRG Arena and the Stockman's Club?
A: https://www.nrgpark.com/nrg-park-facilities/nrg-arena/

Q: What if I have additional questions?
A: Contact Tara Williams at tara.williams@rice.edu or 713.348.3622