

# Sonoma County PitchFest | Spring 2022

**PitchFest is a guided experience for launch-ready start-ups & early stage businesses to learn how to create a pitch deck.**

Participants receive one-on-one mentorship, attend group sessions, connect with the investment community. Finalists will pitch live during Small Business Week!

Apply at [SonomaSBDC.org/PitchFest](https://SonomaSBDC.org/PitchFest)

- ▶ **Refine** your business model
- ▶ **Develop** a polished investor pitch
- ▶ **Prepare** for funding

## APPLICATION

- Apply to be one of a select group of participants.
- Exclusively for Sonoma County businesses or startups.
- Evening pitch development sessions every Wednesday from 3/30 to 5/4, 5:30-7pm (six weeks)

*PitchFest is in English and Spanish. Spanish speakers must be comfortable receiving some information in English.*

## WHAT TO EXPECT

- Six weeks of progressive pitch training via online and in-person sessions featuring pitch-savvy experts and local business influencers.
- Ongoing support: A Sonoma SBDC expert Business Advisor is assigned to each business to mentor and support progress.
- Final day live presentations with a wrap-up reception and networking event.
- Insider opportunity to connect with the investor community, complete with a resource toolkit.

**DEADLINE TO APPLY: MARCH 25**



Funded in part through a grant with the Governor's Office of Business and Economic Development and in part through a cooperative agreement with the U.S. Small Business Administration.



Reasonable accommodation for persons with disabilities will be made if requested at least 2 weeks in advance. Contact Louise Dawson at [info@SonomaSBDC.org](mailto:info@SonomaSBDC.org)

