**ICE North America Start-Up LaunchPad:**

To submit your start-up for ICE North America LaunchPad 2019, you will need to complete this form to the best of your ability – **and also record a 2-minute video to send in with this form**, as a way of more actively pitching your start-up to us for consideration. **Remember to stick to the Pitch ICE Rules, below.**

Due to the popularity of Pitch ICE, we receive a large number of submissions, so we are unfortunately unable to carry out follow-up interviews. This means **we will base our selection entirely on what you include in this submission form and in your 2-minute video**.

Also, please remember to save this form in Word format (no PDFs, please) and stick to any word count limits that are detailed throughout. **Once you’re ready, email your completed form along with your 2-minute video, to** [**pitchice@clariongaming.com**](mailto:pitchice@clariongaming.com)**.**

**Note:** we will **not** accept your submission without a 2-minute pitch video.

**Submission Deadline: 5pm (GMT), April 12, 2019.**

**LaunchPad Rules:**

For starters, it's ok to break the rules (that's what entrepreneurship is about)...just so long as you don't break more than two of them (oh, and you must abide by rules 4 and 8)!

**1. More than just a concept.** We are looking for companies that are beyond just the ‘concept phase’. There must be a demonstrable product and we will heavily favour those able to bring a technical as well as commercial team member to show the company is built on solid technology.

**2. ‘Early Stage’ only.** We are looking for early stage companies.  Ideally, we are looking at those at prototype stage or who’ve launched in the last few months, and so haven’t gained significant media/investment attention and also are not at the idea concept! Publicly traded or large, well-known private companies are not eligible (this rule cannot be broken!).

**3. Ready to deploy capital.** It is preferable but not required that the company or project must not have raised a large amount of money from institutional investors (small amounts from friends, family and mentors are ok, but the key word is 'small'). Also, this is not a forum for established companies seeking later stage capital or strategic exits (**this rule cannot be broken**).

**4. Only newbies need apply.** LaunchPad is for new companies and entrepreneurs to gain attention and investment; it is not for established companies to launch new products or even divisions (this rule cannot be broken!).

**5. Totally committed.** The fewer existing commitments you have, and the more you can do to prove you are determined to execute the better.

**6. Scalable solution.** We are looking for entrepreneurs with a unique perspective that are looking to take a scalable business solution to the next level.

**7. English-speaking.** While we are looking for solutions and businesses that span the globe, Pitch ICE is an English-speaking event, hence English proficiency is required.

**8. Get your video face on.** Pitch video to be prepared so we can promote your pitch prior to the event (**this rule cannot be broken**).

**Your Submission:**

***I. CONTACT INFORMATION***

Name:

Job Title:

Company Name:

Company Website:

Contact Number:

Email address:

Twitter:

Other social media activity if applicable:

***II. COMPANY INFORMATION***

1. How many employees are in your organisation?
   1. Full time:
   2. Part time:
   3. Other:
2. Where is your company headquartered?
3. Are you licensed as a gaming provider or operator?
4. How long has your company been active?

***III. CAPITAL RAISING INFORMATION***

1. Are you actively trying to raise funding?
2. If ‘Yes’, how much and what are the use of proceeds (**maximum 300 words**)?
3. Have you raised funding to date?
4. If ‘Yes’, how much? What are the types of investors?

***IV. PRODUCT INFORMATION***

1. What sector of the iGaming industry do you cover?

10. What is your company’s primary product focus?

11. What is your company’s primarily commercial model?

12. What is your company’s primary method of distribution?

13. What is your company’s primary target customer? (If more than one applies then check the one that is the primary or larger market and please provide a sentence or two explaining of the non-primary market)

14. What is your company’s unique differentiating idea?

***V. COMPETITIVE INFORMATION***

15. Who are your main competitors? Please list your competitors by name below.

16. What differentiates you from your competitors? Specifically what do you provide that is currently not available in the market or how do you differ from your competitors?

***VI. FINANCIAL INFORMATION***

17. What is your revenue model (please provide **up to 300 words** on how your company makes money. Specifically please include the high level assumptions (KPIs) that generate your revenue model)?

18. Is your company currently profitable?

19. If you are raising capital, will this expected capital take you to profitability?

***VI. OTHER***

20. Please provide background on founders and key employees. (Please highlight any gaming related experience):

21. What milestones or tangible traction have you achieved to date? (please provide **up to 500 words** on your success so far, e.g. existing clients, pilot projects, customer base, awards etc.. if you company has not launched please provide other milestones such as pilot if you have one or expected launch date):

22. Please explain your objectives for participating in ICE North America LaunchPad (**maximum 300 words**):

23. Other (provide **up to 500 words** on anything else you would like to add to your application):

**Ready to Apply?**

To apply, make sure you comply with the LaunchPad rules (as above) and send this completed submission form together with a 2-minute pitch video to [**pitchice@clariongaming.com**](mailto:pitchice@clariongaming.com?subject=Pitch%20ICE%202019).

**Note:** we will **not** accept your submission without a 2-minute Pitch video.

**Submission Deadline: 5pm (GMT), April 12 2019**

Selections will be made mid-January.

Thank you – and best of luck!

The ICE North America Team!

[www.icenorthamerica.com](http://www.icenorthamerica.com)