**Submitting for Pitch ICE London 2020**

To submit your start-up for Pitch ICE London 2020, 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: 3 January 2020**

**Pitch ICE 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.** Pitch ICE 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**).

**I. CONTACT INFORMATION**

Name:

Job Title:

Company Name:

Company Website:

Contact Number:

Email address:

Twitter:

Other social media activity if applicable:

Video Url:

**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? Yes/No
   1. Where are you licensed?
   2. What kind of license do you possess?
4. How long has your company been active?

**III. CAPITAL RAISING INFORMATION**

1. Are you actively trying to raise funding?

Yes No

1. If yes, how much and what are the use of proceeds (please provide up to 300 words)?
2. Have you raised funding to date?

Yes No

1. If yes, how much? What are the types of investors?
   1. Self-funding
   2. Individuals
   3. Institutional capital? (e.g. Venture fund or other type of fund?)
   4. Educational Institution
   5. Other (please explain):

**IV. PRODUCT INFORMATION**

1. What sector of the iGaming industry do you cover (please circle, more than one may apply)
   1. Operator/direct to consumer services
   2. Game Content
   3. Backend Platform Marketing Services (affiliate, acquisition/retention)
   4. Support Services (payments, ID, verification, geolocation)
   5. Other – (please specify)

10. What is your company’s primary product focus? (if more than one applies, please specify all that are relevant)

a. Sports betting

b. Casino

c. Poker

d. Bingo

e. Lottery

f. Other Games, e.g. social gaming

g. Other (please specify)

11. What is your company’s primarily commercial model (check all that apply)?

a. Real money

b. Social/Virtual Currency

c. Free to Play/Subscription

d. Other Fees (please explain metrics)

1. What is your company’s primary method of distribution? (if more than one applies please specify all that apply)
   1. Desktop/Canvas
   2. Mobile
   3. Television
   4. Land Based/Retail
   5. Other (please specify)
2. 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)
   1. B2C
   2. B2B
   3. B2G
   4. Other (please specify)
3. What is your company’s unique differentiating idea? (Please provide up to 500 words)?
4. You have one sentence to summarise your company – what would that sentence be?

**V. COMPETITIVE INFORMATION**

1. Who are your main competitors? Please list your competitors by name below. (Note: “No one” is not an acceptable answer and please be specific i.e. do not compare category killers such as Apple, Facebook, Zynga, etc.. unless absolutely necessary)
2. 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? (Please provide up to 300 words)?

**VI. FINANCIAL INFORMATION**

1. 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)?
2. Is your company currently profitable?
3. If you are raising capital, will this expected capital take you to profitability? (please circle)

Yes No Not Applicable

**VI. OTHER**

1. Please provide background on founders and key employees. (Please highlight any gaming related experience):
2. 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).
3. Please explain your objectives for participating in Pitch ICE. (please provide up to 300 words)
4. Other (provide up to 500 words on anything else you would like to add to your application).

**Please send back your submission before the deadline of 3 January 2020 and with a 2-minute video.** [**pitchice@clariongaming.com**](mailto:pitchice@clariongaming.com)**. Thank you for your submission and good luck!**