

# Start-Up Stadium

Start-Up Stadium was designed to provide biobased start-up companies with the opportunity to access key members of the investment community, venture philanthropy groups, strategic partners, and non-dilutive capital.

By participating in Start-Up Stadium @ BIO IMPACT Digital you will benefit from exposure to investors, discounted registration fees, and complimentary access to BIO One-on-One Partnering™.

***Empowering the Cutting-Edge Companies of Tomorrow, Today***  
September 21-22, 2020 • Online Interactive Conference

## How to Participate & Steps for Submission

1. Review the criteria and submit an application at <https://www.bio.org/events/bio-impact/startup>
  - a. **Application deadline: July 31, 2020**
  - b. Finalists will be notified within two weeks following the application deadline
2. Once accepted, all you pay is a reduced fee per start-up that includes access to BIO One-on-One Partnering, one full conference registration, and your pitch presentation video to investors.

## What Kind of Exposure Will You Receive?

**The goal of Start-Up Stadium @ BIO IMPACT Digital is to increase biobased start-up engagement and visibility with investors, state and regional affiliates, and early-stage companies at the beginning of their life-cycle.**

During BIO IMPACT, investor judges will evaluate start-up presentation videos (8-minutes each) and engage in Q&A/feedback with start-up finalists in an interactive online environment.

After the BIO IMPACT event, BIO will collect feedback from start-ups and judges, and analyze the increased engagement between investors and early-stage communities. In early October, BIO will follow up with finalists for product and investment status and share our finalists' success!

## Who Can Participate in Start-Up Stadium: Companies that have...

- Raised an initial funding round since inception
- Previous business pitch/competition experience (desired, but not required)
- Fewer than 20 full-time employees
- Must have a specific focus in Agriculture & Environment biotech

## 2019 Recap

Four winners were selected from the pool of finalists and awarded with these two exciting prizes:

One-year membership to Biotechnology Innovation Organization (BIO)



One-hour advisory discussion with venture capital firms



### Judges

Judges from the public and private sectors with collective expertise in early-stage investing, entrepreneurship, the start-up landscape, industrial biotechnology, and biobased space will be evaluating the applicants and finalists.

Daniel Cosgrove, *Venture Partner, Radicle Growth*

Jim Eiler, *Principal, Eiler Capital*

Adrienne Greenwald, *Director, Communications & Public Relations, VentureNet Iowa*

Jacob Grose, *Investment Manager, BASF Venture Capital*

Shaun Healy, *Ventures Associate, BP Ventures*

Liz Keehner, *Program Manager, VentureNet Iowa*

Ganesh Kishore, *Managing Partner, Spruce Capital*

John LaMarche, *Principal, VentureNet Iowa*

John May, *Managing Director, Hamilton Clark*

Jens Plassmeier, *Senior Team Leader Biobased Chemicals, BASF Venture Capital*

Anne Price, *State-Wide SBIR/STTR Program Coordinator, Iowa Innovation Corporation*

Jim Register, *President and CEO, Iowa Innovation Corporation*

John Reilly, *Managing Director, Investment Banking, WestPark Capital*

### Advisory Committee

The 2019 BIO IMPACT Start-Up Stadium Advisory Committee was comprised experienced leaders with perspective on current issues and priorities for the industry.

Brian Baynes, *CEO, MODO Global*

Neil Cameron, *Investment Director, Advanced Materials, Emerald Technology Ventures*

Asheesh Choudhary, *Commercial Development Director, Cargill*

Daniel Cosgrove, *Venture Partner, Radicle Growth*

Jim Eiler, *Principal, Eiler Capital*

Jacob Grose, *Investment Manager, BASF Venture Capital*

Shaun Healy, *Ventures Associate, BP Ventures*

Kristine Johansen, *Chief Operations Officer, ISU Startup Factory*

Ganesh Kishore, *Managing Partner, Spruce Capital*

Adam Koppes, *Investment Manager, Iowa Farm Bureau Federation*

Jim Register, *President and CEO, Iowa Innovation Corporation*

Mark Riedy, *Partner, Kilpatrick Townsend & Stockton*

Jason Webber, *Principal, Sustainable Conversion Ventures*

Roger Wyse, *Founder and Managing Director, Spruce Capital*