



www.powerbridgeny.com

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## Application Process

- 9/12/17 – Pre-proposal application closes
  - All applications must be submitted by **3:00 PM ET** via [FluidReview](#)
- 9/27/17 to 9/29/17 – applicants will be notified if they are invited to submit a full proposal
- 10/3/17– Mentor mixer #1 (in-person, NYC)
  - Teams invited to submit full proposals are required to attend both Mentor Mixers, as the prospective Mentors will only attend 1 of the nights
  - At the end of the night, each team will submit a form indicating which Mentors are their top three choices to work with. Mentors will be asked to indicate which top three teams they would be interested in working with.
- Week of 10/9/17 – Mentor pairs announced
  - The PowerBridgeNY team will try to pair Mentors where there is indicated mutual interest. However, not all teams may be paired with a Mentor who is one of their top three choices.
  - All teams will be paired with at least one Mentor. Some teams may have additional Mentors depending on Mentor availability and mutual interests
- Bootcamp (optional, but highly encouraged) (WO 10/16/17 to WO 12/4/17)
  - The goal of the Bootcamp is to help you identify and deeply understand your initial target market and your business model in order to draft a compelling story for your full proposal.
  - 8-week Lean LaunchPad Bootcamp
  - 2.5 day in-person kickoff in NYC
    - Technical Leads and Entrepreneurial Leads are required to attend
    - Mentors will receive separate invitation and are optional attendees
  - Conduct 10+ customer interviews each week and present findings at weekly WebEx meetings (~2 hours for each meeting)
  - Weekly reading assignments + monthly video assignments to be watched through LaunchPad Central
  - 2.5 day wrap-up finale in NYC
  - Estimated time commitment is ~10-15 hours per week during this time





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- 1/8/18 – Full proposal applications due
  - All applications must be submitted by **3:00 PM ET** via [FluidReview](#)
  - Applicants should use the application checklist to make sure their application covers all of the points the Judges are looking for
  - Applicants should also expect to work ~5 hours per month with their Mentor
  - Conducting additional customer interviews is recommended, but not required
- 1/31/18 to 2/7/18 – Teams invited to Pitch Day announced
- 2/14/18 – Pitch Coaching (in-person, NYC)
  - This event is optional but highly recommended
  - Teams that attend this session will also qualify for up to 2 hours of one-on-one pitch coaching to be complete before 3/7/18
- 2/27/18 – Mock Pitch Day (in-person, NYC)
  - This event is optional but highly recommended
  - Teams will be allowed to pick their own time slots
  - Teams will present their pitches in front of the PBNY team as well as invited Mentors and Advisors to receive actionable feedback to improve their pitches
  - No Judges will be present
- 3/6/18 – Pitch Day (in-person, NYC)
  - Time slots will be assigned to teams
  - Teams present their 12-minute pitches followed by a ~5 minute Q&A session from the Judges

