



Requirements: DataTribe Challenge 2023

DataTribe presents the DataTribe Challenge, a pitch competition in which teams will compete for the opportunity to become the next DataTribe funded company.

Qualifying teams will submit their deck during the application period through August 16th through September 23rd. The competition could potentially lead to a seed funding of up to \$2 million and full access to DataTribe's in-house resources for the winner.

On October 12th, up to three (3) finalists will be selected to pitch at the DataTribe Challenge, in front of a panel of expert judges (listed below), along with select other founders and investors, on November 2nd, 2023. These three finalists will split \$20,000 in prize money, and one finalist may receive up to \$2 million in seed funding.

Eligibility

The competition is open to teams/individuals with practical experience in the research, design, development, integration, deployment of cutting edge tools, techniques and systems to support cyber operations for government, university labs or a corporate enterprise. We are looking for founders who want to turn exceptional talent and tech into world-class product companies.

Requirements

1. Company must be pre-series A.
2. Maximum funding to date cannot be more than \$1.2M.
3. Must have a cybersecurity or data science product, beta, MVP or concept to present.
4. Practical experience in national security, defense, national labs or R&D organizations or high-level commercial/enterprise technology.
5. Teams with appropriate commercial experience will also be given extra consideration.
6. The proposed idea should be suitable for funding at some level to take it further.
7. The proposed idea should not be in violation of any intellectual property rights as far as you are aware.



Registration

Teams must register and submit a deck using the registration page found on the [DataTribe website](https://datatribe.com/challenge/). (<https://datatribe.com/challenge/>)

Decks:

Must be in PDF format.

See page 3 below for **Pitch Deck Guidelines**

Registration / Deck Submittal Opens:	August 16, 2023
Registration / Deck Submittal Closes:	September 23, 2023
Announcement of Top 3 Finalists	October 12, 2023
Pitch Competition & Winner Announced	November 2, 2023

Judging & Prizes

Representatives from the selected teams will be given 30 minutes to pitch and answer questions from the judges.

Teams will be judged on:

1. Identification of Problem and Solution
2. Technical Approach
3. Originality and soundness of IP to solve a problem

Judging Panel Includes:

- **Bob Ackerman**, Founder AllegisCyber, & Co-Founder DataTribe
- **Jim Routh**, Advisor and Board Member at Multiple Cyber Firms, Former CISO at MassMutual, Former CSO at Aetna, Former CISO at Amex
- **William MacMillian**, Chief Product Officer at Red Cell Partners, Former SVP of Cybersecurity at Salesforce, Former CISO at CIA
- **Kristen Edwards Marquardt**, Head of Digital & Cyber, NA at Hakluyt, Former SVP and Chief Cyber Strategist at Bank of America



Pitch Deck Guidelines

OVERVIEW - Who are you?

- What exactly does your company do?
- What industry or vertical are you in?

OPPORTUNITY - What's happening in this market? Why now?

- Demonstrate a thorough understanding of the market
- Show burgeoning market sector ripe for change

PROBLEM – What are you trying to solve?

- What is the problem and how did you experience or see this problem?
- Why does the problem exist?
- How is it currently being addressed?

SOLUTION – What are you doing about it?

- How do you solve the problem in an elegant and original manner?
- Show how this relieves a proven pain point, is it scalable and repeatable?

TRACTION – What evidence do you have that this will be successful?

- Show a pattern of growing momentum, and how you are measuring it.
- Demonstrate a clear sales process, pilot programs, customer or user feedback

CUSTOMER OR MARKET – Who are your customers- and how many of them are out there?

- Show a clearly defined market & target market
- How will the product Go-to-Market?

COMPETITION - Who or what will steal your customers?

- Primary & secondary competitors, why?
- Are you different enough to really compete, what is your unique advantage(s)

BUSINESS MODEL - How do you make money?

- How do you acquire customers and grow?
- What are your customer acquisition costs?

TEAM - Who is going to pull this off?

- Bio for Founders Advisors & Board members- 140 characters
- Demonstrate your domain experience, DoD, R&D, Commercial etc.

USE OF FUNDS – What do you want and why?

- What size and type of investment?
- Explain how you will spend it, what you will accomplish with it?

APPENDIX – Additional information

- Anything that is relevant
- FAQs, Patent(s) information Milestones achieved, Product road map