



## **Requirements: DataTribe Challenge 2024**

DataTribe presents the DataTribe Challenge, a program in which teams will have the opportunity to workshop their pitch with startup veterans and then present live in front of an audience of leading cyber venture firms, cyber executives and cyber visionaries.

Qualifying teams should submit their deck during the application period from July 22nd through September 27th.

On October 18th, five (5) finalists will be selected to pitch at the DataTribe Challenge. The finalists will present in front of a panel of expert judges (listed below), along with select other founders and investors, on November 13th, 2024. These five finalists will split \$25,000 in prize money.

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### **Eligibility**

The competition is open to teams/individuals with practical experience in the research, design, development, integration, and 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.

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### **Requirements**

1. The 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 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 at <https://datatribe.com/challenge/>.

Decks:

Must be in PDF format.

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

Registration / Deck Submittal	<b>Opens:</b>	July 22nd, 2024
Registration / Deck Submittal	<b>Closes:</b>	September 27, 2024
Announcement of Top 5 Finalists		October 18, 2024
DataTribe Challenge Pitch Event		November 13, 2024

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## Judging & Prizes

Representatives from the selected teams will be given 20 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 & Managing Director of AllegisCyber and Co-founder, DataTribe
- Betsy Bevilacqua, Co-founder Tabiri Analytics, Frmr. CISO Chainalysis & Butterfly Network
- Arno Van Der Walt, CISO Marriott International
- Other judges will be added to the panel at a later date



## 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 elegantly and originally?
- 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, and 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 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, and what you will accomplish with it.

### **APPENDIX – Additional information**

- Anything relevant
- FAQs, Patent(s) information Milestones achieved, Product roadmap