



Application Process

Your Startup Story Starts Here – Enter the Challenge!

01

How It Works

- *Applications open until July 31st*
- *Once the application window is over (July 31st), up to 15 semi-finalists will be selected to create an investment profile (based on info submitted in the application) + participate in a Virtual Pitch Session in front of the judges*
- *The Virtual pitch session will take place on September 16th 2025*
- *At the conclusion of the Virtual Pitch Session, the top 5 finalists will be selected to pitch LIVE IN-PERSON in November 2025 at location TBD*

02

If Chosen to Compete

- *An official invitation to participate in the 2025 SFIA Virtual Start-Up Challenge Pitch Session on September 16th 2025*
- *One-complimentary-year of SFIA Membership*
- *Exposure and connections to 90+ industry judges (virtually) and their feedback*
- *A logo-feature in an SFIA research report*
- *Personal introduction to five judges of your choice*
- *The opportunity to present to sports & fitness industry brands & retailers partners & the TPI network*

03

Timeline

- **Applications Close** - July 31st
- **Semi-Finalists Selected** - August
- **Creation of Investment profiles and pitches** - August - September
- **Virtual Pitch Session** - September 16th
- **Judges Review** - September 16th
- **Finalists Selected** - September 19th
- **In-Person Pitch** - November
- **Winner Selected** - November