



Hosted by the Rice Alliance for Technology and Entrepreneurship and Station Houston

Thursday, December 6, 2018

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GENERAL INFORMATION

About the Texas Digital Summit:

Digital technology is unlocking new business models and transforming how industries operate and how people work. To build on this momentum and its alignment with Houston’s strengths, Station Houston and the Rice Alliance for Technology and Entrepreneurship are partnering to connect 40 of the most promising tech startups with corporations and investors seeking transformative innovation and digital strategies. Texas Digital Summit is the leading conference for industrial innovation, bringing together experts in AI, automation, blockchain, and the connected worker. For two days, representatives from Industrial and Technology companies will discuss transformative technology and how it will affect Texas companies.

On the day preceding the Texas Digital Summit (Wednesday, December 5), invited startups will hold several one-on-one meetings with investors called Investor Office Hours. Formatted like a speed-dating event, these rotating meetings with investors are intended as introductions to your company and opportunities to get advice and establish industry contacts. Investors include venture capitalists, corporate innovation groups, and angel investors. This is a private event for invited startups and investors.

On Thursday, December 6, 2018, the startups will present their 3-minute Business Pitches to investors and Texas Digital Summit attendees. The presentations are followed by a networking reception and recognition of the top 10 Most Promising Companies.

About the Organizers:

Rice Alliance for Technology and Entrepreneurship: The Rice Alliance for Technology and Entrepreneurship (Rice Alliance) is Rice University’s globally-recognized entrepreneurship initiative devoted to the support of entrepreneurship education, technology commercialization, and the launch of technology companies.

Since inception, more than 2,330 early-stage companies have benefited from participating at the 190+ programs hosted by the Rice Alliance and raised more than \$7.1 billion in funding.

Learn more at www.alliance.rice.edu.

Station Houston: Station Houston exists to help entrepreneurs build better tech startups by making their journey easier, less lonely, and a lot more fun.

Launched in March of 2016, Station Houston’s vision is to transform Houston into a world-leading hub for technology innovation and entrepreneurship. Our mission is to serve entrepreneurs by connecting them with talent, mentors, customers and capital build high-growth, high-impact tech startups.

In the past two years, the Station community has grown to include over 180 startups, 350 members, 130 mentors, and high-impact strategic partnerships with corporations that represent the key industries driving Houston’s economy.

Learn more at <http://StationHouston.com> #WeAreStation.

Agenda:

Event: Texas Digital Summit
Date: Thursday, December 6, 2018
Time: 8:00 am to 6:30 pm CST
Location: McNair Hall, Rice University, Houston, Texas
Schedule: 8:00 am: Registration & Light Breakfast
9:00 am: Program Begins
Noon: Lunch and Networking
1:00 pm: Program Resumes
4:30 pm: Awards
4:45 to 6:30 pm: Company Showcase & Networking Reception

Registration Fees:

Early Bird Registration Fees through Sunday, September 30, 2018:

\$125 General Public
\$85 Members of Station Houston or Rice Alliance
Free Current Rice Students & Faculty (academic email required.)

[REGISTER to ATTEND](#)

Please note that the cost to attend will increase after Sunday, September 30, 2018. No refunds will be issued after November 27, 2018. Contact [Zoie Castellanos](#) with any questions regarding general registration.

Memberships for Station Houston and the Rice Alliance: Click here to join [Station Houston](#). Click here to [join the Rice Alliance](#).

Parking:

The most convenient parking lot is the underground [Central Campus Garage](#) located beneath McNair Hall. The fee for parking in this garage is \$1.00 for each 12 minutes, with an \$12.00 daily maximum, all done via credit or debit card. Cash is NOT accepted. There are no in and-out privileges for this garage.

Please note that this garage will fill up during the day. In order to get a parking spot in the Central Campus Garage, you will need to arrive early. There is additional parking in the surface lots close to the stadium.

Hotel Information:

For hotel options: <http://explore.rice.edu/explore/Hotel.asp>

INFORMATION FOR PRESENTING COMPANIES

Apply to Present:

Here's what you need to apply:

- Contact Information
- Company Details (event goals, money raised, etc.)
- Company Logo (high resolution JPG)
- Two Company Descriptions (1 sentence & 150-words)
- Executive Summary (1 to 3 pages, non-confidential summary, saved as a PDF). A template can be found on our [website](#), although you are not required to use this format.

[**APPLY to PRESENT HERE**](#)

APPLICATIONS ARE DUE BY 5:00 PM (CST) ON FRIDAY, OCTOBER 19, 2018!

Companies that are selected to present will be notified by email in early November 2018.

Cost:

Free: Cost to Apply
\$175: Cost to Present
\$95: Additional Representatives from Selected Companies

The registration fee covers:

- Event Registration for one person
- Investor/Industry Office Hours
- Networking Reception

Cancellations: Fees are 50% refundable through Tuesday, November 20, 2018 at 5:00 pm CST, after which, all company fees will be forfeited.

Office Hours (Private Event for Invited Investors and Presenting Companies):

On Wednesday, December 5 (the day preceding the Summit), selected startups have the option to participate in Office Hours. Office Hours are introductory, 1 - on - 1, speed-dating type meetings with VCs, corporate innovation groups, angel investors, and other industry leaders. **Office Hours are not open to general Summit attendees.**

Date: Wednesday, December 5, 2018
Time: 2:00 to 5:30 pm CST
Location: Station Houston, 1301 Fannin Street, Suite 2440, Houston, Texas

Prior to the event, we provide the participating investors and industry leaders with a directory of the participating companies. The directory includes company descriptions, funding and revenue information, and the executive summaries. Investors select which companies they would like to meet, and we create the meeting schedules to suit their requests.

A few days prior to Office Hours, each participant will receive a schedule of meetings for the event and an Investor Directory with photos and bios of the participating investors and descriptions of their firms.

Please do not be late. With so many companies and investors, our meeting matrix is extremely tight. We cannot alter the schedule for late arrivals.

Each meeting lasts approximately ten (10) minutes. While we cannot guarantee it, we do our best to ensure that each participating startup has four or five meetings.

Participating Companies may bring up to three representatives to the meetings, although additional company representatives must pay an additional \$95 each to attend the presentations and networking reception. We suggest business attire.

Presentation Details:

- We will send you the presentation schedule a week before the event.
- Please take your seat by the time your pitch session begins, as a courtesy to the other presenters. There will be a tent card with your company's name near the front of the auditorium. Other representatives from your company should sit in the audience.
- At your presentation time, your Company will be introduced by name.
- Only one person will present for each company.
- You will have exactly three (3) minutes to present. The timing clock will be visible from the podium and will count down from 3:00 to 0:00. You must end your presentation when the clocks hits "0:00". No exceptions.
- There is no Q&A. The Reception is an excellent time and venue for audience members to ask any questions.
- All presentations will be made from behind the podium.

- We suggest 5-10 PowerPoint slides during your presentation. Please see the PowerPoint Guidelines below.

PowerPoint Guidelines:

- Must be formatted as **widescreen 16:9 (not the older 4:3 version) PowerPoints** and saved as a .ppt or .pptx. Do not send a PDF file. We merge individual slide decks into one to minimize the transition time between presentations.
- Slides must be emailed to tara.williams@rice.edu by 5:00 pm CST, Monday, November 26, 2018.
- You must use the auditorium's laptop; we cannot switch the projector input to your own laptop.
- Five to ten slides are recommended.
- Use standard fonts. Unusual fonts may display incorrectly and negatively affect your presentation.
- Please do not embed video or audio as they do not perform reliably.
- Do not use automatic or custom transitions from one slide to the next. Also, we recommend that you minimize the use of "builds" on slides (where a line of text appears after you hit Enter). It consumes your valuable presentation time.
- Once submitted, your slide deck may not be modified. Please proof it carefully before submitting.
- This event is open to the public, so please **refrain from including confidential information**. If you are seeking funding and include the amount you are seeking, do not include information about the terms of the investment (i.e., pre-or post-money valuation of the company, number of shares being sold, share price, convertible debt terms, etc.).
- Copies of your slide deck will **not** be distributed or made available to attendees. If someone asks us for your slides, we will refer them to you.
- All company slide decks will be merged into one continuous PowerPoint file for the event. The software used includes Windows 7 and Office 2013. We recommend that you save your slide deck in PowerPoint 2013 format, or at least verify that your presentation displays correctly in PowerPoint 2013 before submitting it.
- "Notes" within your PowerPoint slide file may be included in your slide deck, but we cannot guarantee that they will be visible to you at the podium.

Company Showcase and Networking Reception:

The Company Showcase and Networking Reception immediately follows the program and runs from 4:45 to 6:30 on Thursday, December 6. It is held in the Grand Hall of the Rice University Student Center.

- Each company participating in the Company Showcase will have a half-table (about 3 feet by 3 feet) that will be designated with your company name.
- Showcase set-up can begin as early as 4:00 pm in the Grand Hall of the Student Center and should be completed by 4:45 pm. (Note: We recommend that you keep one Company representative in the Auditorium until

the end of the program in case your company is chosen to receive an award. A photo will be taken of the awardees.)

- You are welcome to bring and distribute promotional material about your company at the showcase. Remember to bring plenty of business cards! Be sure to take all your materials with you when you leave that night.
- Signage: only tabletop signage is allowed. Do not bring a floor-standing display. In compliance with building regulations, please do not tack/staple/hang anything on the wall.
- You also may bring a laptop for demos but be sure that its battery is charged. Electricity is not available, and we will not be able to provide any materials or supplies for your display.
- There is no storage space for your showcase materials during the day.
- Do not leave anything of value unattended during the entire event (laptops, signage, etc.).
- There will be plenty of hors d'oeuvres and an open bar.

Please contact Tara Williams at tara.williams@rice.edu with any questions about company presentations.