



## GOT A GREAT IDEA?

We can help it take flight! Apply to OEN's Angel Food Concept Stage Competition for an opportunity to:

- Hone your pitch and business plan
- Get coaching & mentoring from business leaders
- Present to 200+ investors and business leaders at OEN's Angel Food Fair
- Win a prize package of goods and services worth up to \$20K
- Learn from experts & successful entrepreneurs at four educational sessions

Applicants may also apply for loans of up to \$250,000 through Business Oregon's Small Business Expansion Program.

## ARE YOU ELIGIBLE?

OEN's Angel Food Conference 2019 is only open to companies located in Oregon or Clark County, Washington.

Companies participating in the Concept Stage competition typically:

- Have a great idea, and are close to "proof of concept"
- Are in the process of testing their product in the market
- Have little if any revenue - yet

## APPLICATION FEES

The cost to apply to the Angel Food Conference 2019 Concept Stage Competition is \$99 for OEN members, and \$190 for non-OEN members.

### All applicants will receive:

- Admission to the Angel Food Conference on June 19 (\$125 value)
- Coaching & mentoring from business leaders (priceless!)
- Top-notch education from experts at four educational sessions (\$200+ value)
- A chance to pitch at OEN's May 8 PubTalk
- A chance to win a package of goods and services worth up to \$20K
- A table at the Food Fair, if your product is ready (\$100 value)
- A chance to pitch at the Angel Food Conference

**DEADLINE**  
**APRIL 17**  
**OEN.ORG/APPLY**



*Angel Oregon was such a great experience for us. It's so important to step back and look at the big picture, and really helpful to have experienced people look at your company and ask the important questions."*

— Keeley Tillotson, Wild Friends Foods



# 2019 TIMELINE FOR CONCEPT STAGE COMPANIES

## Wednesday, April 3: Company

**Information Session:** Come learn more about the program and how to apply.

## Wednesday, April 24: Education

### Session 1:

**Pitch/Presentation:** Learn how to tell your story and develop a clear, concise and compelling pitch.

## Wednesday, May 8: PubTalk

**Pitchfest:** Watch some of the Angel Food Applicants take the stage for their first round of pitches! An audience vote will send one lucky company to the big stage on June 19!

## Friday, May 10: First Cut:

Applicants will be notified if they have or have not made the first cut. Those who make the first cut are invited to present to the Angel Food Committee. Those who do not will receive feedback from a member of the selection committee.

## Wednesday, May 15: Education

### Session 2: Product and Brand

**Development:** Learn tasks and resources to effectively make and sell your products.

## Thursday, May 23: Applicants

### Pitch to the Angel Food Selection

**Committee:** Companies who made the first cut are invited to make a five-minute pitch to the Angel Food Committee.

## Wednesday, May 29: Education

### Session 3: Go-to-(local) market:

How to test your product and market fit and build sales locally.

## Thursday, May 30: Finalists

**Announced:** Companies will be notified if they have or have not been selected as a finalist. Finalists will be invited for a final round of Q&A with the Selection Committee.

## Thursday, June 6: Finalists

**Pitches:** Finalists participate in a final round of Q&A with the Selection Committee.

## Tuesday, June 11: Education

**Session 4: Scale up!** You've proven that people want your product; now learn the next steps to grow and scale.

## Monday, June 17: Finalists

**Reception:** Finalists are invited to a private evening reception with the Investment Team the evening prior to the Angel Food Conference.

## Wednesday, June 19: Angel Food Conference and Food Fair



*"The process of Angel Oregon helped refine and shape our business focus. We were introduced to the best of the best mentors in Portland. Winning was icing on the cake and set our business on a whole new growth trajectory."*

— Fritz Brumder, Brandlive, 2013 Angel Oregon Winner

