

Startups applying to compete:

All Startups in Northern California are encouraged to apply to compete.

- Startups in any domain, at any stage, can apply.
- Startup must be a legal entity not just an idea.
- Located in Northern California.
- Apply and submit complete pitch slides (refer to pitch deck template as a guideline to follow)
- Apply starting **June 2, 2025**
- Pitch Deck Guidance Workshop for SWC East Bay Regional pitch applicants – **August 6, 12 – 1 pm**
- FREE individual one-on-one advising with NorCal SBDC advisors
- Application deadline – **August 17, 2025**
- Top 10 selected and announcement – **August 29, 2025**
- Regional Final – **September 10, 2025**

Apply as a Startup or Register to Attend

<https://www.eastbaysbdc.org/startup-world-cup-east-bay>



Scan the QR code to visit our website. Startups can register to compete. Startup teams, founders, entrepreneurs, and investors can register to attend, or sign up for a prep workshop or one-on-one advising.

IMPORTANT DATES

6/2

APPLICATION
OPEN

8/17

SUBMISSION
DEADLINE

8/29

TOP
10 ANNOUNCEMENT

9/10

REGIONAL
FINALE



SMALL
BUSINESS
DEVELOPMENT
CENTER
EAST BAY



CAL STATE
EAST BAY

COLLEGE OF
BUSINESS AND
ECONOMICS

The Norcal Small Business Development Center (SBDC) welcomes all entrepreneurs and business owners. Our events and services are open to anyone interested in small business development. Funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and grants with the California Office of the Small Business Advocate (GO-Biz). All opinions, conclusions or recommendations expressed are those of the authors and do not necessarily reflect the views of the SBA, GO-Biz or Cal Poly Humboldt Sponsored Programs Foundation.

 Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. **Contact: East Bay SBDC at ebinfo@eastbaysbdc.org or 510-885-4801**



NorCal SBDC

STARTUP WORLD CUP EAST BAY REGIONAL

East Bay Finalist will compete in the Grand
Finale for \$1M Investment Prize

SEPTEMBER 10, 2025 | 5 PM - 8 PM

At Cal State East Bay, University Union South, MPR Room
25800 Carlos Bee Boulevard, Hayward, CA 94542

For questions and more information, visit www.eastbaysbdc.org,
email ebinfo@eastbaysbdc.org or call 510-885-4801.

STARTUP WORLD CUP

#1 Startup Competition in the World
INVESTMENT PRIZE: \$1 Million



Startup World Cup is hosted by **Pegasus Tech Ventures**. It is a global conference and competition that brings together the top startups, VCs, entrepreneurs and world-class tech CEOs.

Startup World Cup is held in over 100 + regional events across North America, South America, Europe, Africa, Asia, and Australia.

Each regional winner will compete in the Grand Finale for \$1 Million Investment Prize on October 17, 2025 at Hilton Union Square, San Francisco.



STARTUPS

- Pitch to win a \$1M Investment Prize
- Network with top-tier investors

INVESTORS

- Meet top global startup founders
- Expand your deal pipeline and explore new markets
- Network with other investors and corporate representatives

For questions and more information, visit www.eastbaysbdc.org, email ebinfo@eastbaysbdc.org or call 510-885-4801.

EAST BAY REGIONAL AWARDS

1. **FIRST PLACE WINNER** will be awarded **\$10,000** cash prize and a chance to compete for a \$1 Million investment prize in the Grand Finale
2. **SECOND PLACE WINNER** will be awarded **\$5,000** cash prize.
3. **THIRD PLACE WINNER** will be awarded **\$2,500** cash prize.

East Bay Regional Schedule

4:00 pm - 5:00 pm	Registration & Networking Refreshments will be provided Conference Room doors will be closed starting 5pm
5:00 pm - 5:30 pm	Pegasus Tech Ventures - Startup World Cup Introduction Keynote Speaker
5:30 pm - 6:15 pm	Pitch Presentations - Five of Top 10
6:15 pm - 7:00 pm	Panel - East Bay Regional Support for Startups
7:00 pm - 7:10 pm	Brief Break
7:10 pm - 7:55 pm	Pitch Presentations - Five of Top 10
8:00 pm	Finalist and Winners Announced
8:00 pm - 9:00 pm	Celebration and Networking Food & Beverages will be provided

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