



## INNOVATION TEST TRACK®

### CALL FOR PITCHES

Does your company have a cutting-edge technology or innovative product or service that is valuable to the automotive industry? If so, we invite you to participate in an exciting opportunity...the Innovation Test Track® pitch competition at the Southern Automotive Conference (SAC)!

#### Details

Four companies will be selected to participate in the Innovation Test Track® competition at the SAC on October 14, 2021. **To be considered for the pitch competition, please submit a brief executive summary by Tuesday, July 15, 2021 to Lynsey Delane at [lynsey@southernautocon.com](mailto:lynsey@southernautocon.com).** Applicants will be notified the week of September 6, if selected to present at the Innovation Test Track® competition.

#### Benefits & Awards

- Connect with OEM's, Tier 1's and Tier 2's in the automotive supply chain
- Complimentary exhibit booth in the SAC Exhibit Hall
- Complimentary advertisement in the Southern Automotive Alliance (SAAM) publication
- \$5,000 cash prize for the winner of the competition
- \$5,000 of IP Strategy and Trademark Legal Services from Clements Bernard Walker PLLC

#### Executive Summary Requirements

##### **1) Description of Technology, Products or Services**

Describe your technology or the innovative and unique aspects of your product or service. Include design prints, schematics or evidence (video, etc.) of a functional prototype, if appropriate. Please make your description thorough, but easy to understand.

##### **2) Value Proposition**

Provide a description of the customer's problem that your technology, product or service solves and how you deliver value to the customer.

##### **3) Competing Technologies**

Describe your current (direct and indirect) competitors and your future potential competitors. How does your technology, product or service compare to the competition?

##### **4) General Company Information**

- Company name and address
- Contact Information, including name, phone number and email address
- Website, social media, etc.

For questions, please contact:

**Mike Stonecipher**, email: [mike.stonecipher@innovate.gatech.edu](mailto:mike.stonecipher@innovate.gatech.edu), phone: 706-338-4012

**For more conference details, please visit: [www.southernautocon.com](http://www.southernautocon.com)!**