



FOR IMMEDIATE RELEASE

Top 10 Finalists Announced for Reno Startup World Cup Regional Pitch Competition
Winner to Compete for \$1 Million Prize in San Francisco Grand Finale

RENO, Nevada (August 2024) – Reno Startup Week is excited to announce the Top 10 finalists for the Startup World Cup regional pitch competition, selected from a competitive pool of 55 applicants. These startups will compete for the opportunity to advance to the San Francisco Grand Finale, where the winner will vie for a \$1 million investment prize from Pegasus Tech Ventures.

The pitch competition will take place on Wednesday, September 18th at 6:00 PM at the Eldorado Convention Center. Each finalist will have 4 minutes to present their pitch to a panel of judges. The selected startups include:

1. Automarketer - <https://automarketer.ai/>
2. Brokee - <https://brokee.io/>
3. Capture Bioscience - <https://www.capturebioscience.com/>
4. Deltium - <https://agreene517.wixsite.com/deltium2>
5. Dog & Whistle - <https://dogandwhistle.com/>
6. Maternal+ - <https://maternal.app/en/>
7. SafeFlight - <https://safeflight.io/>
8. Sarcomatrix Therapeutics - <https://sarcomatrix.com/>
9. Waterlily - <https://www.joinwaterlily.com/>
10. Yerka Seeds - <https://www.linkedin.com/in/melinda-yerka-a0ab8216/>

The winner of the regional event will receive a prize package valued at \$20,000, sponsored by local companies, including Peak Digital Studios, Visionaries Nevada, Tech Edge Developers, and Fintrepid Solutions. This package includes essential resources such as design services, membership to an entrepreneurial hub, technology consulting, and financial strategy support.

Before the pitch competition, the Eldorado Convention Center will host a Startup Fair from 4:00 PM to 6:00 PM, featuring over 15 early-stage companies. Sponsored by the Ozmen Center for Entrepreneurship, this event offers food, beverages, and a People's Choice award selected by attendees.

The Startup World Cup event is hosted in partnership with Pegasus Tech Ventures and Elevate Reno, with Dell for Startups as a key sponsor.

For more information and event details, visit [event website].

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About Reno Startup Week

Reno Startup Week (RSW) is an annual event dedicated to fostering entrepreneurship and innovation in Northern Nevada. Launched in 2023, RSW brings together visionaries, startups, and industry leaders for a week-long celebration of creativity, collaboration, and community. The event features a diverse array of workshops, keynote speakers, and networking opportunities designed to empower aspiring entrepreneurs and established businesses alike. RSW is a cornerstone of the region's growing entrepreneurial ecosystem, providing a vibrant platform for learning, inspiration, and the exchange of ideas that drive the future of business in Reno.

About EDawn:

The Economic Development Authority of Western Nevada is a private/public partnership established in 1983. EDawn is committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting new forming companies to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.

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