

## The #OHIoT Reverse Pitch Process, Standards and Guidelines

### Executive Summary

“The #OHIoT Reverse Pitch” is a signature event of the IoT Sandbox designed to seed innovation between established incumbents and entrepreneurial, technical, and academic communities across Northeast Ohio, Ohio, and the greater Midwest. The goal is to accelerate smart product innovation, bridge talent with opportunity, and position the region as a globally recognized hub for IoT design, development, and manufacturing.

Reverse Pitches flip the traditional model. Instead of startups pitching to investors, incumbents share real-world challenges they don’t currently have the bandwidth to address—but which, if solved, could create real business impact. These challenges often fall into the “mid-tier” category of priority, but many have game-changing potential.

Each Reverse Pitch is a structured opportunity to connect with problem solvers across the ecosystem. The event will host 100-150 attendees and include a full day of activity, collaboration, and matchmaking between incumbents and solvers.

**Date:** 10/21/25

**Venue:** [MAGNET](#)

### Agenda:

8-8:30am Doors open, Arrivals, Orientation  
8:30-8:35 - Emcee Welcome Instructions on Logistics  
8:35-8:45 - Opening Keynote: TBD  
8:45-9 - Break  
9-9:45 - Pitches Round #1 - 30 minutes for the Pitch Overview, 15 minutes for Q&A  
9:45-10 - Break, Rotate  
10-10:45 - Pitches Round #2 - 30 minutes for the Pitch Overview, 15 minutes for Q&A  
10:45-11 - Break, Rotate  
11-11:45 - Pitches Round #3 - 30 minutes for the Pitch Overview, 15 minutes for Q&A  
11:45-12 - Break  
12-1pm - Lunch  
1-1:45 - Pitches Round #4 - 30 minutes for the Pitch Overview, 15 minutes for Q&A  
1:45-2 - Break, Rotate  
2-2:45 - Pitches Round #5 - 30 minutes for the Pitch Overview, 15 minutes for Q&A  
2:45-3 - Break, Rotate  
3-3:45 - Pitches Round #6 - 30 minutes for the Pitch Overview, 15 minutes for Q&A  
3:45-4 - Closing Keynote: TBD  
4-5:30pm - Cocktail reception

## 1. Process for Submission

Incumbents interested in submitting a Reverse Pitch must:

- Complete a Reverse Pitch Submission Form (provided by the IoT Sandbox team).
- Submit three PowerPoint slides outlining the Problem Statement.
- Submit three PowerPoint slides outlining the Resolution Process.
- Submit one PowerPoint slide outlining the Payout Structure and Timeline
- Submit one PowerPoint slide outlining the Intellectual Property Rights
- Confirm availability for the Pitch Event
- Agree to evaluation standards

Deadline for submissions: **September 30, 2025**

## 2. Process for Evaluation

All submissions will be reviewed by the Reverse Pitch Vetting Panel, composed of representatives from:

- IoT Sandbox
- Regional innovation organizations
- Independent technical advisors

Evaluation Criteria:

- Clarity and feasibility of the Problem Statement
- Alignment with IoT Community goals
- Availability of meaningful engagement opportunities for solvers
- Transparency of the payout structure and process

The weeks of September 29<sup>th</sup> and October 6<sup>th</sup>, the Reverse Pitch Vetting Panel will schedule two 90-minute recorded virtual meetings where Reverse Pitch candidates will present the Problem Statement and a 1-minute summary of the Problem Resolution Process of their Reverse Pitches. This will be done using a randomized process to show no favoritism. That said, the IoT Sandbox would like the Reverse Pitchers to comprise a diverse group of incumbents, both in size, industry, and Problem Statement.

Deadline for Acceptance Notifications: **October 10, 2025**

## 3. Details of the Submission

### Problem Statement Slides

Maximum three (3) slides that clearly outline:

- Background and context
- The current pain point or barrier
- Data available (if any) to support the case
- Success metrics

### Resolution Process Slides

Maximum three (3) slides outlining:

- Incumbent's preferred structure for solving (MVP, POC, Pilot, etc.)
- Timeline for engagement (90 days max)
- Resources available (personnel, data, environment, mentors)
- Final pitch date at incumbent HQ

### Payout Structure and Timeline

Each Incumbent must specify: (One (1) slide)

- Total available funding or awards
- Number of expected winners (multi-winner encouraged)
- Timeline for selection and next steps
- Whether follow-on engagements are anticipated

### Intellectual Property Rights

All submissions must include a clear statement on IP: (One (1) slide)

- Who retains ownership of the submission ideas
- What rights (if any) the incumbent expects post-selection
- Whether joint development or licensing is expected post-engagement

### FAQ (Handout)

- Can students or academics participate?
- Are solo entrepreneurs eligible?
- Will solutions be shared across incumbents?
- Can I attend just to observe?

### About Us Page Requirements (Handout)

All incumbents must provide:

- A company overview (max 1 slide)
- Product or department context
- Introductions to the key points of contact (PMs, Engineers, etc.)

**Addendum: Antitrust Statement – All participants, Presenters and Attendees, must agree.**

The IoT Sandbox Corp. policy is to comply fully and strictly with both federal and state antitrust laws. This policy is motivated by a firm respect and belief in the antitrust laws and the recognition of the potentially severe detrimental consequences of antitrust violations. Broadly stated, the basic objective of the antitrust laws is to preserve and promote competition. These laws are premised on the assumption that private enterprise and free competition are the most efficient ways to allocate resources, produce goods at the lowest possible price, and assure the production of high-quality products.

Our aim is to conduct ourselves in such a way as to avoid any potential for antitrust exposure. Full compliance with the antitrust laws is a requirement for IoT Sandbox events, and responsibility for compliance rests with each attendee. To comply with the antitrust laws, attendees should not discuss certain subjects when they are together — either at formal meetings or in informal contacts with other industry associates.

Topics to avoid discussing with competitors include:

- Proprietary prices
- Price trends
- Timing of price changes
- Costs of common inputs
- Margins
- Terms of sale
- Discounts and rebates
- Advertised prices
- Specific promotional programs or incentives
- Other information that is not publicly available

Further, IoT Sandbox and its attendees are prohibited from collectively:

- Fixing or setting prices for selling products or services
- Allocating geographic markets or customers between or among competitors
- Bid rigging, bid rotation, or otherwise distorting the bid process
- Boycotting customers, suppliers or vendors
- Agreeing upon levels of output
- Conspiring to exclude competitors or customers from the market
- Discussing specific R&D, sales or marketing plans, or any company's confidential product, development, or production strategies

Participants in IoT Sandbox events have an obligation to terminate any discussion, seek legal counsel's advice, or, if necessary, terminate any meeting if the discussion might be construed to raise antitrust risks. All IoT Sandbox events and activities are held for the purpose of transacting the appropriate business of the IoT Sandbox and to further its goals of convening, connecting, and catalyzing the Northeast Ohio, Ohio, and broader Midwest IoT community and must be conducted in a manner consistent with this policy.