

SUSTAINLA PITCH COMPETITION

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LAEDC



Information
Webinar
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SustAInLA Team



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Welcome & Purpose



LAEDC X Microsoft

SustAIInLA is a partnership initiative fostering AI innovation in Blue Economy and Clean Energy.



Purpose of this webinar

Help startups maximize their application success for the SustAIInLA Pitch Competition.

By understanding the purpose and details of the SustAIInLA Pitch Competition, startups can effectively prepare and increase their chances of winning.

SustainLA Pitch Competition Overview

Pitch Competition Live Event

June 27, 2025 at
Microsoft Office,
Playa Vista

Direct Venture Capital Connections

For finalists and winners

\$15,000 in Total Cash Awards

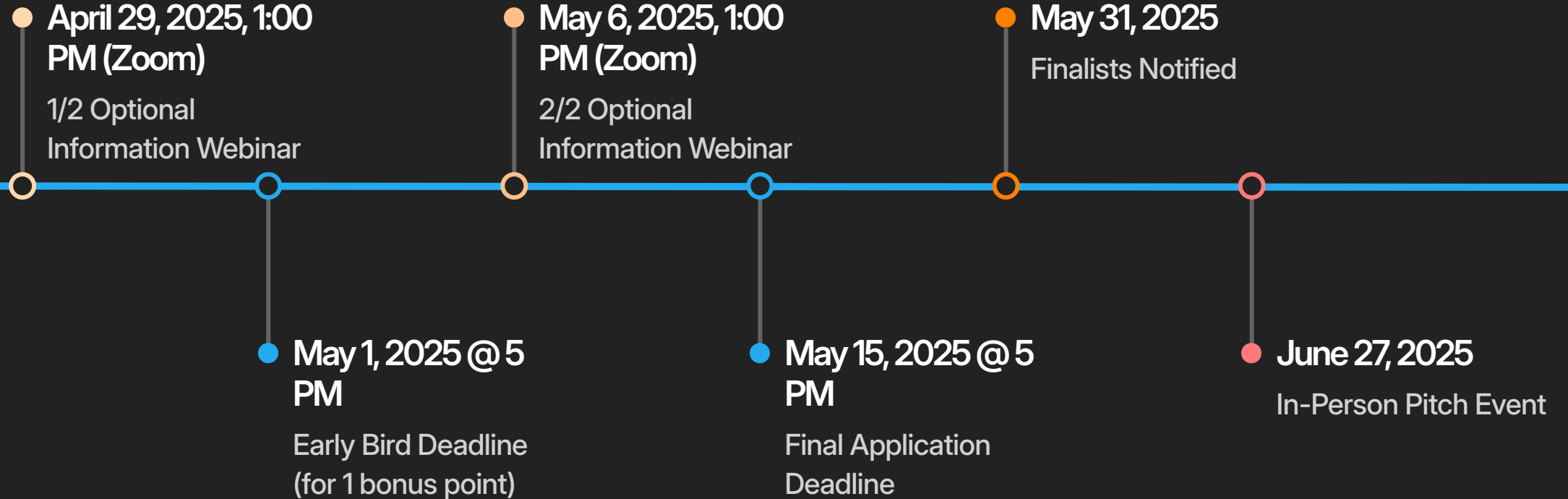
To winners of the competition

Coaching Opportunities

For finalists to strengthen their presentations

**Empowering entrepreneurs,
driving economic growth, and
supporting sustainability are at
the heart of SustAInLA's mission.**

SustAInLA Competition Timeline



Who's Eligible?



Must be based in Los Angeles County

The competition is focused on supporting local entrepreneurs and businesses within the Los Angeles region.



Project must focus on Blue Economy or Energy Alternatives

The competition is targeting innovations in sustainable ocean resources (Blue Economy) or renewable energy (Energy Alternatives).



Must use Artificial Intelligence (AI)

The competition is looking for startups that integrate AI in a meaningful way to address challenges in the focus areas.



Must demonstrate external funding or investment beyond founders

Applicants must show that they have secured funding or investment from sources other than just the founders, indicating the viability of their project.

SustAIInLA is focused on supporting local startups in the Blue Economy or Clean Energy sectors that have demonstrated external funding and a clear integration of artificial intelligence.

What You Need to Submit

- **Business Plan or Project Concept**

Detailed business plan or project overview outlining your innovative solution.

- **Project Description**

Up to 3,000 characters to describe your project's key features, objectives, and impact.

- **Investment Status & Funding Projections**

Up to 250 words on your current funding status and future investment needs.

- **Pitch Deck**

A summary slide deck covering your market, team, and any key challenges or obstacles.

Apply at laedc.org/sustainla

Evaluation Rubric

Category	Criteria	Max Points
Innovation	Unique, creative, scalable	10
Impact	Environmental & economic benefits	5
Feasibility	Practical, achievable	5
Team Strength	Relevant expertise & experience	5
Bonus	Early Bird (1), Azure Integration (1)	2
	TOTAL POSSIBLE:	27



Focus Areas

The SustAIInLA Pitch Competition focuses on two key areas: Blue Economy and Energy Alternatives. Blue Economy encompasses sustainable, ocean-based businesses that balance economic growth with environmental protection. Energy Alternatives refers to renewable or nuclear energy innovations that aim to replace fossil fuels and reduce greenhouse gas emissions.

Bonus Points : Increase Your Score

Early Bird Submission

Submit your application by the early bird deadline of May 1, 2025 at 5 PM to earn 1 additional bonus point.

Azure Integration

Integrate Microsoft Azure services, such as Azure AI, Azure IoT, or Azure cloud data analytics, into your solution to earn 1 additional bonus point.

SustAIInLA Participation Benefits



Cash Awards

Play for a chance to win a cash prize



Pitch Coaching

Hands-on sessions to refine your presentation skills and deliver a compelling pitch



Exposure Opportunities

Chance to showcase your solution to capital investors, partners, and the broader SustAIInLA community

SustAIInLA provides valuable support and resources to help applicants maximize their chances of success through pitch coaching, enhanced exposure opportunities, and networking with venture capital investors.

Review Before Submitting

Outline how your startup is innovative, scalable, and uses AI

Discuss how your project targets the Blue Economy or Energy Alternative sectors

Demonstrate some financial support

Provide a clear project description & a polished pitch deck



Good Luck!

(Questions and Answers)

Email additional questions to
SustAIInLA@LAEDC.org