

CONNECTED SUMMIT HEALTH & FITNESS

INNOVATION SHOWCASE CHEAT SHEET

WHY APPLY?

- Application is free (but you must be registered to attend the event).
- Your brand will be reviewed and judged by our Selection Committee with 8 finalists being selected to present their company and products at the summit, followed by a live Q&A from both our investor panel and audience.
- All applicants will be included in pre-event, during, and post-event promotion.
- Following the showcase, audience members will vote for their favorite start up and they will be crowned as the 'Audience Choice Winner', and receive a trophy, a post-event interview and 1x pass to CHFS 2025.
- Gain access to Kisaco Research's deep network of strategic and financial investors, retailers and strategic partners and elevate your industry presence to attract the right partners to scale your brand.

EVENT BACKGROUND

The Connected Health & Fitness Summit brings together the strongest brands in fitness, wellness and beyond for two days of quality networking and curated content to get you ahead of the game.

Join key opinion leaders driving the health and fitness industry forward, exploring its hottest trends and most lucrative opportunities. Find trusted partners to unlock new revenue streams, stay ahead of industry trends, and elevate your position in the consumer health and fitness market.

DEADLINE

APPLICATION DEADLINE

Friday, November 17



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You may not be able to fit all of this into your application, but they are good points to keep in mind when filling it out.



Ensure you discuss your proof points and assumptions about your product and the market. Great companies are resilient in proving their assumptions true or false.



Understand your target customer and more specifically the first group you will sell to.



What big problem are you trying to solve for your customers and why are they looking for a solution now?



Why, as a founder, are you uniquely suited to addressing the problems your customers are facing?



If there are competitive or alternative solutions, why is your solution better?



How big can your business be? Do you have a purpose or mission that will motivate and guide your team through good times and bad?

SELECTION COMMITTEE



ANTHONY VENNARE
Co-Founder
**FITT INSIDER &
FITT CAPITAL**



KIMBERLY NIXON
Managing Partner
**OPEN VENTURE
CAPITAL**



ELOIZA TECSON
Managing Partner
EY VENTURES GROUP



**ALEX
ALIMANESTIANU**
Founder
**SNOW ANGEL
CAPITAL**



JIM CROWELL
Co-Founder &
Managing
Member
THE SAGEHOUSE



LANCE DIETZ
Partner
KB PARTNERS



MADELINE DARCY
Founder &
Managing
Partner
KAYA VC

GOOD LUCK WITH YOUR APPLICATION

APPLY NOW

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