Are you an entrepreneur with a great technology idea that's going to revolutionize the IT community and impact the data center? Data Center World will be holding its 2nd annual tech startup competition at our annual conference being held in Austin March 28-31, 2022.

Companies interested in being selected to participate should be developing or selling a technology solution that directly impacts the data center or data center professionals and will be judged by a panel of experts based on several business model and go-to-market criteria (outlined below).

Winners will be chosen by the panel based on their presentations on stage, and presentations will be judged on a clear technology solution, a concise pitch, and the value of technology to the data center industry.

Up to six companies will be chosen from the field of applicants to present on stage at Data Center World. Each company will have 10 minutes to provide their "elevator pitch" and answer questions from the judges. Time will be judiciously kept. At the end of the competition, judges will convene to discuss their opinions in private and present the winners on stage later in the day.

All contestants will receive up to two standard-access passes to Data Center World (valued at up to $1,295), and winners of each category will be presented with a recognition plaque and have the opportunity to network with prospective customers and investors throughout the conference and expo.

To apply for consideration for the Data Center World Startup Challenge, **simply click here** and fill out the form to submit.

Deadline for submission is January 28. You'll be notified by Data Center World by February 4, 2022, if you've been chosen to participate.

If you are selected, you may send one or two company representatives to participate in the competition. Each person will receive a complementary standard-access pass to Data Center World and have access to the expo floor. All the contestants will be featured in the Data Center World online program guide and on signage on the expo floor. Presentations will be made from the Data Center Live! stage on the expo show floor.

Recommendations to Startup Competition Prospects
If you feel it will enhance your chances, prepare a brief PowerPoint presentation. It's not required, but visuals can certainly help.

You will be providing us with the basic information via the submission process, so focus your on-site presentation on the "sizzle" of your product and opportunity. We want to know primarily about the problem you are looking to solve, the business model, the market opportunity, and of course details about the technology itself.

These do not have to be part of the prepared presentation, but certainly be able to answer the following questions:

1. What's the problem and why are you addressing it?
2. What's your solution?
3. Who is your competition?
4. How large is the market currently and what's the potential?
5. Who's included on your team?
6. What's your business model?
7. What's your sales model?
8. What makes you unique?
9. How are you, or will you, attract financing?
10. What is your end goal?