



The 2025 ATP Innovation Fast-Pitch
Innovations in Testing 2025
Orlando, Florida
March 23-26, 2025

[Calling all Innovators/Entrepreneurs? Apply today to be part of the 2025 ATP Innovation Fast-Pitch!](#)

Do you have a revolutionary offering for the testing community? Apply today to pitch your technology, product, or service as a participant in the ATP Innovation Fast-Pitch at the ATP Innovations in Testing Conference in Orlando, FL. With more than 1,000 attendees expected, the ATP Innovations in Testing Conference is one of the assessment industry's largest and best-known conferences. For the past seven years, ATP has hosted events focused on showcasing innovations that challenge the status quo of the industry. In its eighth year, the ATP Innovation Fast-Pitch will present inventors and entrepreneurs whose technology, products, or services are poised to be "game-changers" for the industry.

Selected finalists will be invited to pitch their innovations to the conference audience in a judged session on the main stage of Innovations in Testing during our Tuesday General Session. Following each pitch, the finalist will participate in a Q&A with the judges while vying for awards. Special networking opportunities will be provided to the participants at the conference.

Each Innovation Fast-Pitch finalist will receive one-on-one coaching from a carefully matched industry mentor who can provide business and industry guidance, as well as networking recommendations. A presentation coach will also be engaged to assist finalists in developing their stage pitch and honing their presentation skills.

Participation is limited to a maximum of four selected innovators/entrepreneurs. **Applications are due by midnight EST on November 15, 2024.** Please note that a video describing your product or service and an explanation of why you should be selected are strongly recommended.

Innovation Fast-Pitch Activities:

- *Mentorship before and during the conference:* An industry mentor will be matched with each entrepreneur to provide advice based on their prior experiences. Mentors and the entrepreneur will spend approximately five hours together prior to the conference and at least one hour during the conference. ATP will provide times for the mentor and participant to connect before the conference. If needed, ATP will also provide a private meeting space at the conference for the mentor and participant to work together to prepare for the on-stage presentation.
- *Making the Pitch at Innovations in Testing:* Participants will make a pitch to the audience, as well as the judges, concerning their product or service on Tuesday, March 14th on the main stage. Participants will have two minutes to describe their product or service, followed by eight minutes for judges to ask questions and provide feedback. If desired, participants may use up to a one-minute video and then a one-minute live presentation. Participants may use PowerPoint but are not required to use the conference template. *Please note this session will be recorded.*
- *Judging:* Participants will be judged by both the audience and a set of judges selected as independent evaluators.
- *Conference Interaction:* On Tuesday, March 14th over lunch, each entrepreneur will have access to an assigned roundtable to be able to speak with attendees, answer questions, and network.
- *Exposure to the Testing Industry:* As a participant, you will receive exposure to the top companies that represent many leading organizations in the assessment profession; more than \$2B of annual revenue in the industry.

The selection committee and the ATP Innovation Fast-Pitch judges will evaluate all qualified submissions based on the following criteria:

- *Market Readiness and Potential:* Is the product, service or process launched or is further development or application needed to achieve readiness? What is the market potential of the innovation (adoption rates of targeted segments)? Are there demonstrated actual or projected annual sales? Does the product, service or process have local or international market reach?
- *True Innovation:* How unique of a product or service is the entry? What problem(s) does it solve? Has it pioneered a new space or new way to do things? Has it sparked entirely new markets or opportunities for testing organizations? In other words, does it fit the definition of "game-changing?"
- *User Impact:* What is the benefit of the product, service, or process for the users of the innovation? Does the submission support the delivery of a cutting-edge market offering? Does it improve the quality of service or of the experience for users or test takers? Does it reduce costs? Reduce time? Increase quality? Does it make it easier for a test taker or for a business to adopt and/or manage their testing experience?
- *Effectiveness:* Does the product or service deliver what it promises? Are there quantifiable metrics or case study information that demonstrate(s) the submission's value within the testing industry?
- *ROI:* Does the entry improve and/or significantly impact a testing organization's business case, operational profile, business model and/or overall strategic position?

All innovators and entrepreneurs, from start-up or established companies, as well as small or large organizations, are encouraged to apply. Participants will be asked to share the following as part of the application:

- Number of years in business
- Number of years serving the testing industry
- Numbers of years working on the proposed innovation
- Revenue through 2024 associated with the proposed innovation

For consideration by the selection committee, innovations should relate to the assessment industry and be:

- products, services, or process solutions that are new or newly developed;
- accompanied by a concise description of the technical innovation involved, an assessment of the innovation's market potential and the possible market challenges facing it; and
- represented by complete applications submitted online to the organizer at any time up to application deadline.

The selection committee's and judges' decisions are final. The selection committee and the panel of judges will make awards by a simple majority vote, with the chair having a double vote. Participants can be eligible to win up to, but no more than, two awards.

Participants are expected to register for the Innovations in Testing conference. All registration, travel, and hotel costs are the responsibility of the participants.

Innovation Fast-Pitch Application Questions

The following questions are included on the Innovation Fast-Pitch Online Application. Please have your answers prepared before starting the application. All questions are required.

- 1. Company Name**
- 2. Street Address**
- 3. City**
- 4. State**
- 5. Postal Code**
- 6. Country**
- 7. Company website link (if any)**
- 8. Company social media links (if any)**
- 9. Full name of the person submitting this application on behalf of company**
- 10. Role within Company**
- 11. Phone Number**
- 12. Email**
- 13. Company Owner, if different from above**
- 14. Owner Phone Number**
- 15. Owner Email Address**
- 16. How long has your company been in business?**
- 17. How long has your company been conducting business serving the assessment industry?**
- 18. How long have you been working on the Proposed Innovation?**
- 19. What is the total cumulative revenue projected from your Proposed Innovation by December 31, 2024?**
 - a. Less than \$8,000,000**
 - b. More than \$8,000,000**
- 20. Briefly describe your product or service. How do you see your product/service being used/applied in the assessment industry?**
- 21. Why do you want to be part of the ATP Innovation Fast-Pitch? What progress have you made on your product or service to date?**
- 22. Why should you be selected to be a part of the ATP Innovation Fast-Pitch?**

23. Please describe the technical innovation involved, an assessment of the innovation's market potential and the possible market challenges facing it.

It is strongly suggested that applicants create a short video that describes the product or service being submitted and why it should be selected for the ATP Innovation Fast-Pitch. Video links can be sent via email to atp@canvasmeetings.com by Friday, November 15, 2024.

RULES OF PARTICIPATION

1. If selected to participate, each Applicant shall be responsible for paying the applicable registration fee for the 2025 Innovations in Testing Conference, as well as all travel, lodging, and incidental expenses associated with attendance and participation in the Innovation Fast-Pitch.
2. All materials provided to the Association of Test Publishers (ATP) by the Applicant as part of its application shall become the property of the ATP, including any video. If requested in writing by an applicant who is NOT selected, the ATP shall agree to destroy all materials provided in the application process.
3. Each Applicant agrees that, by its submission, it grants the ATP permission to share all such materials with its selection committee to use in determining which entities will be chosen to participate in the Innovation Fast-Pitch.
4. If selected to participate, each Applicant agrees that it provides the ATP with authorization to record the presentation on March 25th, use the materials used in the ATP sessions, as well as in related promotional activities prior to and following the 2025 Innovations in Testing Conference.
5. If selected to participate, and if ATP so desires, Applicant agrees to engage in a video promotion for the Innovations in Testing conference prior to and/or following the conference.
6. Each Applicant agrees to and does hereby accept full legal responsibility for assuring protection of any of its intellectual property rights associated with products and/or services to be showcased in the Innovation Fast-Pitch; provided, however, that each Applicant shall not be allowed to require the ATP, or anyone associated with the selection process, or anyone associated with the Innovation Fast-Pitch, to sign a non-disclosure agreement, or any similar form. In other words, the participating entity shall not use any legal agreement to restrict the access to, or use of, the product and/or service, or any of the materials related to it provided to the ATP as part of the application process or provided or developed in connection with the Innovation Fast-Pitch.

DISCLAIMER: Nothing undertaken by the Association of Test Publishers (ATP) in developing or operating the Innovation Fast Pitch, or in administering the application process, shall result in any liability to any applicant or participating entity, and each such Applicant/Participant shall hold the ATP, its officers, directors, representatives and volunteers harmless from and against any claims of damage or liability arising from its application or participation in the Innovation Fast-Pitch. Further, each applicant/participant shall indemnify and hold the ATP its officers, directors, representatives, and volunteers harmless for any actual or potential liability that might arise under the federal securities laws, including the definition of “general solicitation” under the Securities Act of 1933. For its part, the Innovation Fast-Pitch shall be operated as a “demo day” and nothing in the events planned or carried out by the ATP as part of the Innovation Fast-Pitch shall provide any specific investment offerings to attendees or any other individuals.

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