

**43NORTH**

**JOHN T. GAVIGAN**

Executive Director

# LOOKING BACK AT 2014

# 14 MILLION+ SOCIAL MEDIA IMPRESSIONS



Retweeted by 43North



**Chris Sacca** @sacca • May 5

This is amazing. The @forty3north guys in Buffalo are holding a \$5 million (!) business competition: [43north.org](http://43north.org)



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Retweeted by 43North



**Gary Vaynerchuk** @garvee • Mar 12

FYI startup peeps looking for \$\$\$, go apply for @forty3north's competition. Really huge opportunity for u. DO IT: [bit.ly/GV43North](http://bit.ly/GV43North)



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**Randall Lane**  
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BUSINESS 11/05/2014 @ 9:13AM | 5,326 views

## 11 Lessons From the Biggest Pitch Contest of All-Time

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The global capital of entrepreneurship last week was....Buffalo, N.Y. As part of a billion-dollar initiative to kickstart the western New York economy, Buffalo hosted the biggest pitch contest ever: \$5 million, doled out to 11 startups last Thursday, including a cool \$1 million to the winner. Just a single catch: the investments were contingent on the winners growing their startups in the area.

Shark Tank, in other words, with an extra zero or two and some Lake Effect snow. More than 6,900 applications from 96 countries and all 50 states poured the contest, which was hatched by Softbank Capital partner Jordan Levy, a proud Buffalonian and the steering committee chairman for 43North, the group which oversees the contest and will nurture and incubate the 11 winners for a year, gratis, in the hopes of turning the region into an entrepreneurial hotbed. More than 200 volunteer judges winnowed the pool to 113, who underwent more careful due diligence.

From there, 11 finalists were summoned to Buffalo, all winners already—four of them would get \$250,000 and six \$500,000, in addition to the \$1 million grand prize honoree. (Rather than haggle

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# VIRAL VIDEO



Next Things Now: Innovation & Entrepreneurship in Buffalo

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# WHAT TO EXPECT IN 2015

# \$5 MILLION IN CASH PRIZES

\$1 MILLION			
\$500K		\$500K	
\$500K		\$500K	
\$500K		\$500K	
\$250K	\$250K	\$250K	\$250K

# MORE THAN THE MONEY



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