FUTURE OF EDUCATION TECHNOLOGY CONFERENCE

FETC Pitchfest 2027
Frequently Asked Questions

Everything K-12 edtech startups need to know before applying.

EVENT
January 26–29, 2027 · Orlando, FL

APPLICATION DEADLINE
Monday, November 30, 2026

QUESTIONS
pitchfest@fetc.org

01 What are the eligibility requirements for startups applying to FETC Pitchfest?

- Submit a completed online application, including a $149 registration fee (waived for registered FETC 2027 Startup Pavilion exhibitors; the waiver is not retroactive).
- Offer an operational product that serves the K-12 education market.
- Deliver the product primarily through a mobile application, web-based platform, or electronic hardware.
- Maintain an active commercial website that highlights the product.
- Have total revenue (ARR) of no more than $2 million at the time of application.
- Have raised no more than $3 million from combined funding sources at the time of application.
- Submit no more than one (1) product or service per startup.
- Commit to attending FETC 2027 in person in Orlando, FL (January 26–29, 2027) and attending the mandatory virtual Participant Workshop on Friday, December 18, 2026.

02 What are the key dates and deadlines?

MILESTONE	DATE
Applications Open	**Friday, November 6, 2026**
Application Deadline	**Monday, November 30, 2026**
Notification of Finalists & Alternates	**Friday, December 11, 2026**
Mandatory Virtual Participant Workshop	**Friday, December 18, 2026**
Participant Video/Deck Intake	**Friday, January 8, 2027**
Live Category Heats	**Wednesday, January 27, 2027**
Live Grand Prize Winner Announced	**Thursday, January 28, 2027**

03 What does it cost to apply to FETC Pitchfest 2027?

The standard application fee is **$149**. The fee is waived for startups already registered to exhibit in the FETC 2027 Startup Pavilion when they enter their exhibitor promo code on the application form. The fee waiver is not retroactive.

04 What type of payment is accepted?

Application fees ($149.00) are accepted online by credit or debit card through the FETC Pitchfest Application Portal. Registered FETC 2027 Startup Pavilion exhibitors may enter their exhibitor promo code at checkout to waive the fee ($0.00 balance).

05 How many products or services can I submit?

Each startup may submit only one product or service this year. Startups that enter more than one product or service will not be eligible to participate.

06 How will I know if I have been selected as a contestant?

All applicants will receive an email status update indicating whether they were selected as a finalist or alternate, along with category round details. Finalists and alternates will be notified on **Friday, December 11, 2026**.

07 Do finalists get complimentary passes?

Yes. Every selected finalist company receives two (2) complimentary Expo-Only registrations assigned specifically to presenting team members.

08 If I am accepted, what are the pitch video guidelines and requirements?

Specific details and the link to submit your video will be included in your acceptance email. General pitch video guidelines:

- Filmed against a clean, white background
- Shot in landscape (horizontal) orientation
- No longer than 3 minutes

> **Important:** In compliance with SEC Rule 506(b) and JOBS Act regulations, presenters are strictly prohibited from discussing active fundraising, investment terms, or financial projections on stage.

09 How is the live competition structured on-site at FETC 2027?

Twenty (20) selected finalists compete across four thematic category heats (five finalists per category) at the IT Theater on the Expo Floor. Only one (1) presenter per company is permitted on stage during each 5-minute presentation block: 1 minute of setup, 3 minutes of live pitch, and up to 1 minute of Judge Q&A.

COMPETITION CATEGORY HEAT	FOCUS AREAS & SUB-TRACKS
1. Emerging Technologies	Artificial Intelligence (AI), Immersive Technology (AR/VR/XR), and eSports
2. Instructional Technologies	Foundational Learning, Curriculum Solutions, and Special Populations
3. Student Engagement	STEM, STEAM, and Workforce / Career & Technical Education (CTE) Readiness
4. Administrative Operations	Cybersecurity, Data Infrastructure, Interoperability, and District Operations

10 Who judges the competition?

Each category heat is evaluated live by a panel of at least three (3) judges representing five K-12 stakeholder groups:

- District Administrators (Superintendents, Curriculum Directors)
- Classroom Educators & Instructional Technology Specialists
- Parent & Community Representatives
- EdTech Investors
- Industry Analysts & Education Journalists

11 How many finalists and winners will there be, and what do they receive?

There will be twenty (20) finalists, four (4) Category Winners, and one (1) Grand Prize Winner.

AWARD TIER	OFFICIAL RECOGNITION & PRIZES
All Qualified Contestants	Pitch video on the FETC YouTube playlist and app; 10% discount on a 2028 FETC booth and State Network Alliance events
Selected Finalists (20 Total)	Two (2) complimentary Expo-Only passes, Finalist digital badge, workshop coaching, and education press exposure
Category Winners (4 Total)	Category Round Winner Trophy, Category Winner digital badge, and one (1) dedicated FETC promotional social post
Grand Prize Winner (1 Total)	Grand Prize Trophy and badge, spotlight at the *Tech Share LIVE!* Keynote, Partner Email Broadcast ($5,000 value), and *District Administration* Daily Newsletter Ad ($1,350 value)

12 What about my intellectual property?

You, the applicant, are solely responsible for protecting your intellectual property rights (patents, trademarks, copyright, trade secrets, etc.) in your idea. If you have intellectual property concerns or may seek a patent in the future, we strongly recommend consulting an attorney before including such information in your application.

Applicants are expected to submit a compelling presentation without disclosing critical intellectual property. By applying, you acknowledge that applying to FETC Pitchfest 2027 could disclose your intellectual property if such information is included.

FETC cannot protect or advise you on your intellectual property rights and does not take any responsibility for doing so. Additionally, FETC does not require non-disclosure agreements or other confidentiality obligations from anyone involved in the FETC Pitchfest 2027 process.

13 Can I get a refund of my application or registration fee?

No refunds will be given for submitted applications. If you have any concerns about fees or the application process, please contact **pitchfest@fetc.org** before applying. If you register to attend FETC, or choose to exhibit, before FETC notifies you of your Pitchfest 2027 application status, you will not be eligible for a refund.

Still have questions? Contact the Pitchfest team at **pitchfest@fetc.org**