



April 10, 2020

Hampton Roads Innovation Collaborative Friends and Followers,

HRIC offers programs and events to help propel technology businesses in our area. One such program was Regional Pillars, where we met 4 times per year giving tech growth firms the opportunity to present/pitch to large organizations in the region. Due to COVID-19 health risks we're pivoting to go virtual, providing a video-based program that is more scalable and flexible, allowing people to participate on their own schedules.

Our newly named program is called **HRIC Virtual Pitch** with "pitch" defined as any presentation on a company or organization's products, services, funding, or business development. HRIC's Virtual Pitch will position a series of audio or video sessions, for a broad viewing audience. Our value-added goals are simple:

1. Connect Tech Business Supply & Demand.
2. Provide a platform for companies to advertise their products and services via video/recorded webinars.
3. Provide a platform for to attract funding if needed from the investment community.
4. Deploy through innovation and technology.

Participation is easy. If you are a company interested in presenting, you can prepare a 15-20-minute video either with a commercially available application (like Zoom) or simply record and store your session on YouTube. HRIC's website will contain links to your sessions in a Virtual Pitch section of its website at: <https://technologyhamptonroads.com/programs/virtualpitch/>. We also some guidelines to help you storyboard your message.

I look forward to your participation, receiving your recorded session for posting and to help promote YOUR business.

As always, if you have any questions or would like to discuss in greater detail, just call or email for further discussion.

Sincerely,

*Dan G. Bell*

President

Hampton Roads Innovation Collaborative