



HIGH DESERT DISCOVERY DISTRICT

## **Discovery Day Application Process and Criteria**

### **DISCOVERY DAY APPLICATION DEADLINE SET FOR MARCH 30, 2018**

The High Desert Discovery District (HD3) invites all New Mexico and Four Corners innovators to apply to the next Discovery Day May 9-10, 2018 in Farmington in partnership with Four Corners Innovations, Inc. The application deadline is March 30, 2018.

All innovators, entrepreneurs, and technologists are encouraged to apply to present their “discovery” to a panel comprised of seasoned and veteran entrepreneurs, business trailblazers, management professionals and investors. Previous applicants are welcome to re-apply if substantial adjustment or progress in the discovery/start-up has occurred such that re-consideration can be made.

The purpose of the HD3 Discovery Day is to offer New Mexico innovators the opportunity to vet and discuss their innovation, their challenges, strategy and market promise in front of a highly experienced group of business achievers. Each HD3 advisor has extensive experience in matching technology opportunities with needs in the marketplace, product development, investment strategy, marketing and sales, management, valuations and exits. In addition to their experience, each advisor also brings a wide international network of contacts and resources that are tapped to accelerate the most promising discoveries.

Each presentation and discussion time is limited to 30 minutes, and all panel presentations are conducted in a *private* setting to allow for the maximum of sensitive and proprietary business and technological information to be shared, and a fluidity of discussion, strategy and suggestions to occur. All Discovery Day discussions remain confidential.

HD3 hosts this signature program multiple times per year. Each event receives up to 30 applications from all over the state. 12-15 are typically selected to present. The evening prior to Discovery Day, a social gathering for the selected presenters and the HD3 advisors. For more information about HD3, please see [www.hddd.org](http://www.hddd.org).

#### **Criteria for Selection**

HD3 operates from a belief that discoveries are more likely to be positively shaped and generate wealth if innovators have the opportunity to share, discuss and strategize about their challenges, opportunities and ideas....with those who can provide experienced, unbiased, unvarnished and market-facing advice. Therefore, our criterion to select those who present at the Discovery Day are few, but they include:

- If relevant, a clean and protected intellectual property path.
- An understanding of the market need/problem that the discovery seeks to serve or solve.
- An opportunity that is scalable and investor grade, with the potential to become a high impact product or high growth enterprise.
- An idea of what the innovator needs to see his/her discovery succeed in the marketplace.
- An idea of the initial capital required to commercialize the discovery, and what that capital would be used for.

**To apply:**

Please submit a two page brief that addresses the 5 criteria listed above. Submit to [Michelleh@hddd.org](mailto:Michelleh@hddd.org) not later than March 30, 2018.