



FUNDED
HOUSE

FUNDED HOUSE

Matching investable companies with the right investors

Overview



When/Where

March 8th - 10th at SXSW 2024 in Austin, TX



What

Experts score companies on their product, operations, growth, and founder buyability in front of investors



Opportunities

Live presentations + Youtube show + Networking luncheons and parties



Website

FundedHouse.com

When & Where

When the event will be held:

Friday March 8th – Sunday 10th , 2024

Where the event will be held:

Texas Bankers Association

[Click here to view the space](#)

203 W 10th St



What

1. **Funded House Spotlight** (live and later on Youtube)

We're putting the most investable companies in front of investors.



What

2. Funded House Showcase (live presentations)

We're giving our global partners room to showcase their greatest innovators.



What

3. Funded House Stories (the podcast)

In the studio downstairs (previous location pictured here) we will conduct interviews with investors, experts, and entrepreneurs..



What

4. Funded House Matchmaking (curated meetings)

Our superconnector founders specialize making sure that the people who should meet do meet.



Funded House completely changed my life. We met two amazing investors and got a green light on our new venture in two days. We're now planning to sponsor Funded House at SXSW 2024 because we know it's going to be an international audience of world-changing people.



We did an experience survey of the 50 companies that we brought to SXSW and they rated Funded House as the best connection event of the trip.

Reesa John

Director of Fund and Fellowship, Alberta Innovates

What

5. Networking Events & Parties

We're giving our companies and investor guests the time and space they need to talk shop.




What

5. Approximate Agenda

Friday


Morning

- ❖ Investor Breakfast 
- ❖ **Spotlight 1** 

Afternoon

- ❖ Lunch
- ❖ **Spotlight 2** 

Evening

- ❖ Happy Hour
- ❖ Showcase 
- ❖ Nightly Networking

Saturday


Morning

- ❖ CMP Breakfast 

Afternoon

- ❖ Lunch
- ❖ **Spotlight 3** 

Evening

- ❖ Happy Hour
- ❖ Showcase 
- ❖ Nightly Networking

Sunday


Morning

- ❖ Brunch 

Afternoon

- ❖ **Investor Spotlight** 

Evening

- ❖ Happy Hour
- ❖ Showcase 
- ❖ Nightly Networking

Audience Opportunities

Target Market

- ❖ Companies seeking an A-round or later
- ❖ GPs & VCs



Public or Private

- ❖ Private – Invitation Only



Anticipated In-person Audience

- ❖ 300+ Investable companies
- ❖ 250+ Vetted investors over three days



Social Reach of Partners

- ❖ Quora followers: **50k+**
- ❖ X.com followers: **50k+**
- ❖ LinkedIn followers: **75k+**



Featured Media

- ❖ Funded House Spotlight (live pitches + edited Youtube episodes)
- ❖ Funded House Showcase (live pitches + Youtube playback)
- ❖ Funded House Stories (Youtube interview series)
- ❖ The CMO Show with Kate Gunning
- ❖ Texas-Squared Startup Newsletter
- ❖ MediaTech Ventures Newsletter



Primary Sponsorship Opportunities

Spotlight

\$150,000

Spotlight Sponsor - **1 of 1 available as of 11/17/23**

Primary Benefits:

- Presented by recognition in all Spotlight promotions (our main show)
- Co-branded stage and daily promotional inserts during Spotlight presentations by our top-ranked companies to investors
- Access to all investor luncheons and networking events Fri - Sun
- Guaranteed guest spots on Funded House Stories series (Youtube)

Showcase

Happy Hour

\$75,000

Showcase Sponsor - **1 of 1 available as of 11/17/23**

Primary Benefits:

- One fully-branded Showcase day featuring companies in your portfolio (first come, first serve Fri - Sun)
- Access to all investor luncheons and networking events Fri - Sun
- Guaranteed guest spots on Funded House Stories series (Youtube)

Stories

\$50,000

Stories Sponsor - **2 of 3 available as of 11/17/23**

Primary Benefits:

- Presented by recognition in all Stories promotions and host read-ins
- Access to all investor luncheons and networking events Fri - Sun
- Guaranteed guest spots on Funded House Stories series (Youtube)



Additional Sponsorship Opportunities

Additional Sponsor Options

\$25,000

Super-connector Sponsor - **3 of 3 available as of 10/9/23**

Primary Benefits:

- *Presented by* recognition at a one-night rooftop super-connector networking event
- VIP access for up to 50 people on designated night of sponsorship
- General access to the other super-connector networking events for up to 25 people

\$10,000

Strictly-VIP Sponsor - **5 of 5 available as of 10/9/23**

Primary Benefits:

- All-access passes for up to 5 people (including guests)

Additional Sponsorship Benefits

Additional Sponsor Benefits

For Primary Sponsors: Our Spotlight, Showcase, and Stories sponsorships are all designed to be 3-month promotions, at a minimum.

- **Link & Logo:** We will include all a live link and logo on the the Funded House homepage from the date of your sponsorship deposit to at least 30 days after SXSW. We will do the same whenever promoting your sponsorship area in our respective newsletters.
- **Social Promotions:** At a minimum, when we will post about our respective SXSW activities on LinkedIn, X and Instagram, we will identify your company/org a sponsor and tag you accordingly. We will also provide you with graphics and information to post and repost and promotions you may post yourself, provided it is appropriate to do so.
- **Podcast Mentions:** Leading up to and following SXSW, whenever promoting our SXSW activities, your will be mentioned along with the activity you are sponsoring. One Youtube, you will be included in the show notes.
- **Curated Meetings:** Proportional to the amount of your sponsorship, we will curate sit-down meetings with FH guests, speakers, or partners, based on the criteria that you provide.

For All Sponsors:

- **Event Signage:** We will include your branding, in proportion to the amount of your sponsorship, on printed and digital signage throughout our venue for the duration of the event.
- **Attendee Lists:** Where possible to do so without violating GDPR and/or any other constraints by which our international partners may be bound, will provide name, title, and contact information for each of our registered guests. You must, however, agree to strictly use this for information purposes and agrees not to contact attendees without their prior approval.
- **Podcast Participation:** All sponsors will be afforded the opportunity to nominate guests of their choice for the Funded House Stories podcast, but only experts, investors and funded entrepreneurs are eligible.

Funded House Team



Paul O'Brien

CEO
MediaTech Ventures



Elijah May

Managing Partner
The Experience Firm



John Zozzaro

President
MediaTech Ventures



Marc Nathan

Founder
Texas Squared Agency



Amanda Caldwell

Partner
The Experience Firm

Funded House Investor Advisors



Michael Cress
Chairman & Managing
Partner, MD Cress
Ventures



Autumn Manning
Former Partner, Motley
Fool Ventures



Peter Adams
Managing Partner,
Rockies Venture Fund



James Earl "Jim" Brown III
Executive Advisor, CenterGate
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THANK YOU



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