



The Reverse Pitch

Traditionally, a pitch is delivered as you see it on the television show Shark Tank - a business pitches their product(s) or idea(s) to prospective funders. Today, you will witness the opposite of a traditional pitch.

This session is a mock abbreviated presentation designed to introduce the concept and demonstrate the Reverse Pitch strategy. In this case, a broad community challenge will be briefly shared and a pre-identified business will respond with their innovative product, service, technology, expertise, or skill set that may help to improve upon that corresponding community issue. These community issues are *real* issues and these businesses are *real*/businesses. While no financial exchanges have been made at this time, we are all interested in exploring how this strategy could be utilized locally, eager to establish new relationships, and excited for the opportunity to partner together in the future for a true Reverse Pitch.

A special thank you to Startup Grind, 1776, and Halcyon who helped to organize this session and to the community stakeholders and businesses who contributed and are presenting.

Session Coordinators

Brian Park, Director, Startup Grind

<https://www.startupgrind.com/> | @brianbpark 

Ryan O'Toole, Director of Market Development, 1776



www.1776.vc | @1776dc 

Ryan Ross, Program Director, Halcyon House


www.halcyonhouse.org/incubator | @HalcyonIncubate 

Community Challenges and Contributors


Caregiver Support Services

- ❖ Presenting Need: Ana Nelson, Vice President of Programs and Services, The Alzheimer's Association of the National Capital Area Chapter
www.alz.org/nca/ | @AANCAC 
- ❖ Start Up Business: Charlene Brown, CEO and Founder, Reciprocare
www.reciprocare.co | @ReciprocareApp 
- ❖ Start Up Business: Andrew Fribush, Cofounder and CTO, MemoryWell
www.memory-well.com | @MemoryWell 

Early Childhood Education and School Readiness

- ❖ Presenting Need: Mark Ginsberg, Ph.D., Dean and Professor at the College of Education and Human Development, George Mason University
- ❖ Start Up Business: Michael Briscoe, Founder, Core Companion
www.myedme.com | @edMe_Apps 


Transportation Options for Older Adults and Individuals with Disabilities

- ❖ Presenting Need: Lucinda Shannon, Transportation Planner, KFH Group
- ❖ Start Up Business: Kimberly Y. Moore, CEO, CarpooltoSchool LLC
www.carpooltoschool.com | @kymoore1 

Skills Training for Employment

- ❖ Presenting Need: David Hunn, President and CEO, SkillSource Group
www.myskillsource.org
- ❖ Start Up Business: Sergio Marrero and Alana Matos, Cofounders, Caila
www.getcaila.com

Analysis of Health and Human Services Information

- ❖ Presenting Need: Kerrie Wilson, Chief Executive Officer, Cornerstones, Inc.
www.cornerstonesva.org | @CornerstonesVA 
- ❖ Start Up Business: Anu Passi-Rauste, Head of Business Development, Headai USA
www.headai.com | @headaiofficial 