# CODELAUNCH: THE FOUNDER'S PLAYBOOK

## FROM APPLICATION TO ACCELERATION

Your comprehensive guide to the World's Greatest Startup Competition.

# THE MISSION: CONSCIOUS CAPITALISM IN ACTION

## The 'Zero Cost' Guarantee

**No Equity Taken.**
We want your success, not your cap table.

Card

**No Entry Fees.**
Your investment is sweat and hustle, not cash.

Card

**The Goal:** To pair professional software development teams with startups to accelerate products and exemplify the values of our parent company, Improving.
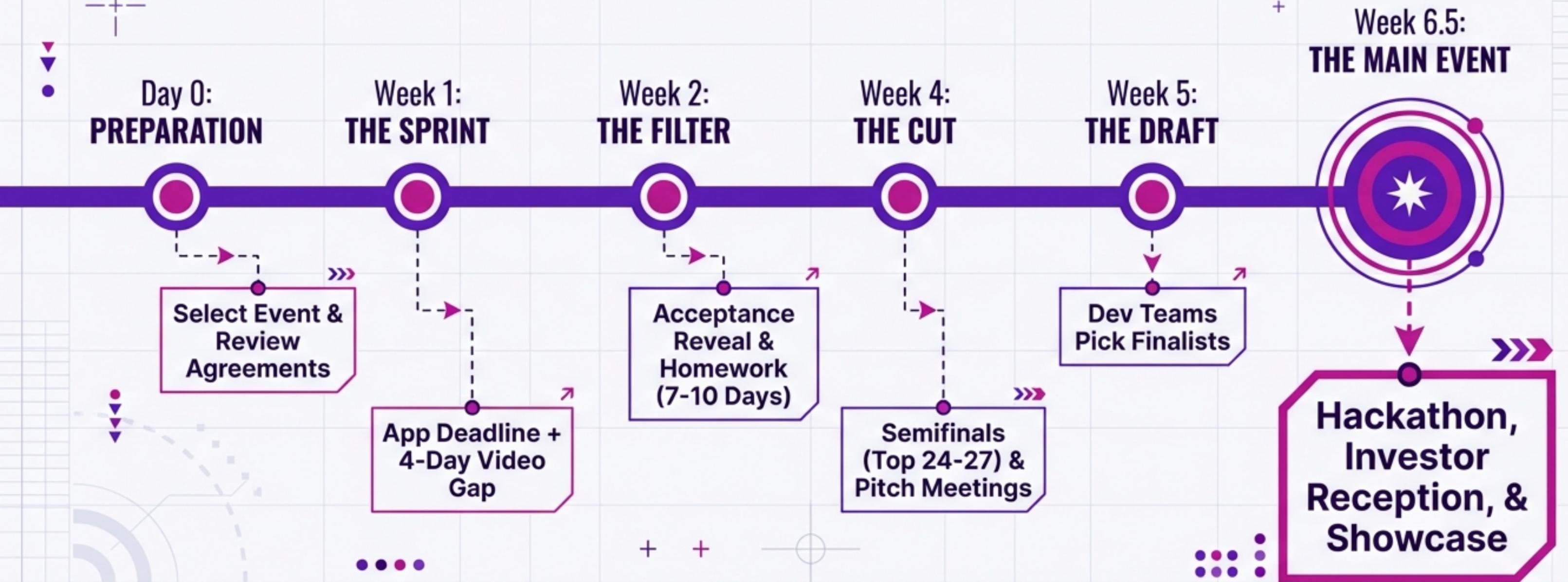
# THE TRACK RECORD

**Established: 2013**

**First Major Exit: 2024**

**Metric:** Multiple startups accelerated to organic growth, bypassing the need for further capital raises.

Powered by Improving

# THE 6.5-WEEK ACCELERATION ROADMAP

**Day 0:**
**PREPARATION**

Select Event & Review Agreements

**Week 1:**
**THE SPRINT**

App Deadline + 4-Day Video Gap

**Week 2:**
**THE FILTER**

Acceptance Reveal & Homework (7-10 Days)

**Week 4:**
**THE CUT**

Semifinals (Top 24-27) & Pitch Meetings

**Week 5:**
**THE DRAFT**

Dev Teams Pick Finalists

**Week 6.5:**
**THE MAIN EVENT**

Hackathon, Investor Reception, & Showcase

# PHASE 1: PREPARATION & LOGISTICS

## PREPARATION MANIFEST

- **Select Your Event**
  US, Canada, Mexico/LatAm. Check dates carefully.

- **Review Agreements**
  NDA (Protects you from IP theft). Semifinalist Agreement (Conditional acceptance).

- **Team Buy-in**
  Watch curation videos together. Ensure 1-20 person teams are aligned.

- **Cost Reality Check**
  Entry is Free. Travel is on You.

## CAUTION

REALITY CHECK: If you can't hustle funds to travel to the event, you may not be ready for this competition.

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# THE APPLICATION DATA
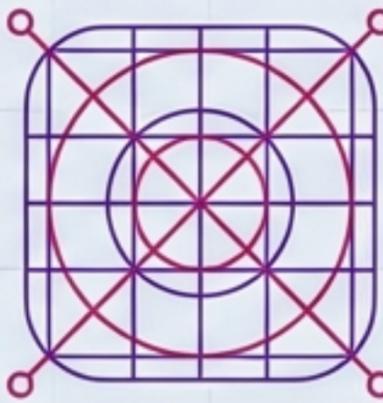## The 30-Minute Sprint

**30:00**

**THE HARD DEADLINE:** Website cuts off automatically at midnight. Do not wait for the save button to fail at 11:59 PM.

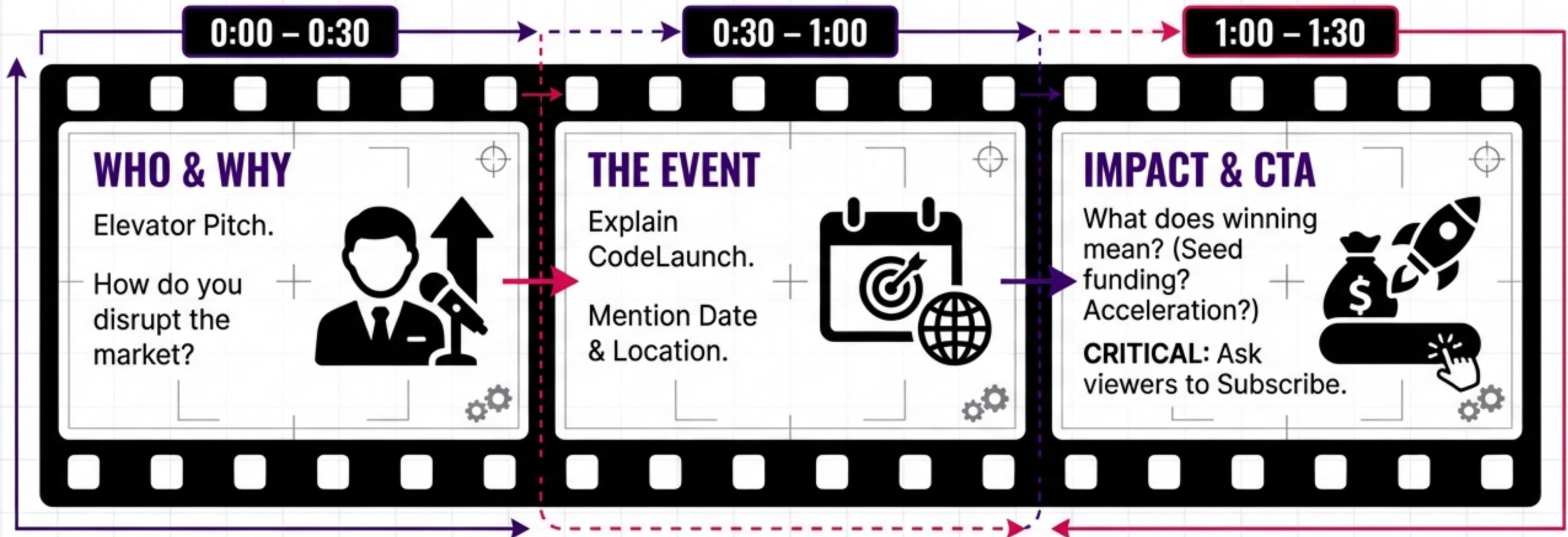### PITCH DECK

PDF

PDF Format Only. Flexible slide count.

### MOCKUPS

UI/UX preferred. Founder Tip: If 'embryonic' (pre-idea), a 1-page PDF description is accepted.

**BE READY TO ANSWER:** Team Structure, Raise History, Product Maturity, Business Metrics.

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# THE VIDEO CHALLENGE: CONTENT STRUCTURE

## 60 to 90 Seconds to Prove Your Hustle

**0:00 – 0:30**   **0:30 – 1:00**   **1:00 – 1:30**

### WHO & WHY

Elevator Pitch.

How do you disrupt the market?

### THE EVENT

Explain CodeLaunch.

Mention Date & Location.

### IMPACT & CTA

What does winning mean? (Seed funding? Acceleration?)

**CRITICAL:** Ask viewers to Subscribe.

**Logic:** This is a test of your creativity and digital marketing skills.

# THE VIDEO CHALLENGE: EXECUTION & SUBMISSION

## THE GAP

Video is due approx. 4 days AFTER application deadline.

## SUBMISSION FLOW

Upload to YouTube → Paste URL in App → Click Save

URL  SAVE

## JASON'S PRO-TIP: AUDIO

Audio is King. 90% of a good video is clear sound. Use a lavalier or wired mic. Avoid wind/echo.
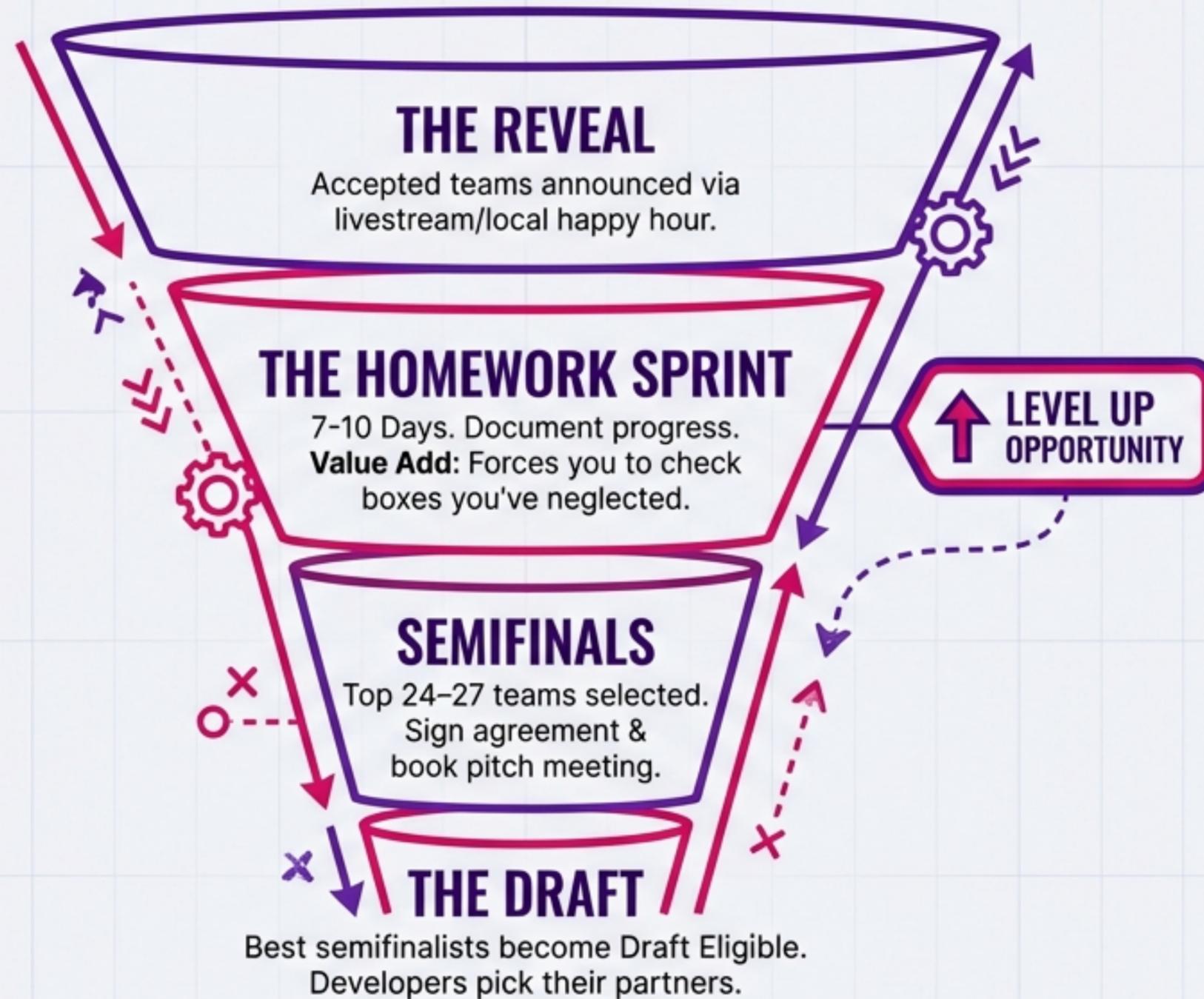
## STEALTH MODE HACK

Can't be seen? Have a trusted influencer pitch FOR you.

"I have a friend in stealth mode..."

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# THE CURATION GAUNTLET

**THE REVEAL**
Accepted teams announced via livestream/local happy hour.

**THE HOMEWORK SPRINT**
7-10 Days. Document progress.
**Value Add:** Forces you to check boxes you've neglected.

**LEVEL UP OPPORTUNITY**

**SEMIFINALS**
Top 24–27 teams selected.
Sign agreement & book pitch meeting.

**THE DRAFT**
Best semifinalists become Draft Eligible.
Developers pick their partners.

# THE HACKATHON: PROFESSIONAL ACCELERATION

**9:00 AM - 9:00 PM**

## THE CONCEPT

Professional Dev Team (Improving) + YOU.

Significant product acceleration.

## REQUIREMENTS

Sunday & Monday before event.

At least one founder present 100% of the time.

Be Camera-Ready.

**2 Days = 3 Business Days of Output**

# NETWORKING & COMMUNITY (PRE-EVENT)

## INVESTOR RECEPTION

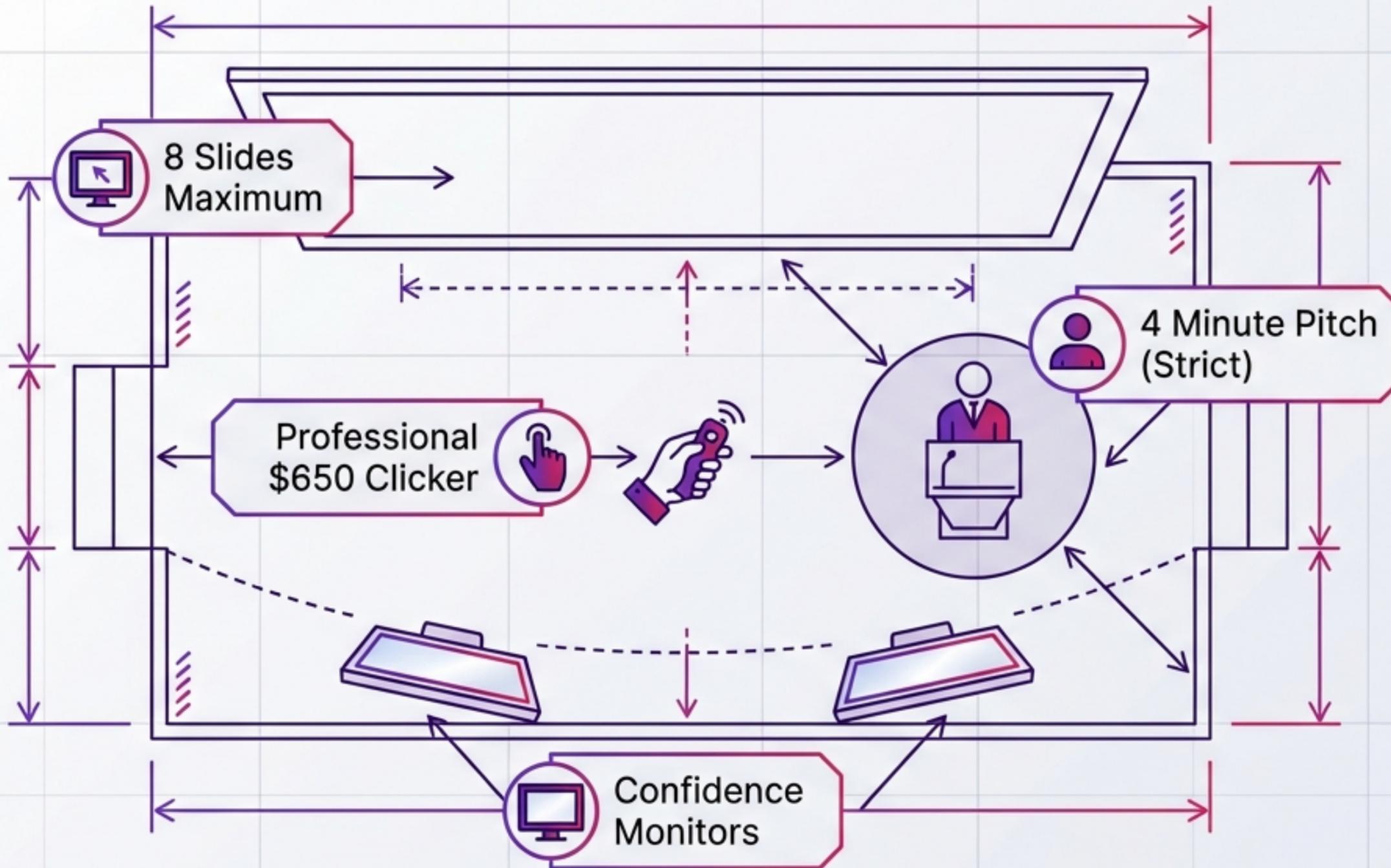Tuesday Night. Ticketed event. Intimate atmosphere for deep-dive business conversations.

## FINALIST DINNER

CodeLaunch pays. Bonding with your cohort. Building the alumni community.

**WHY IT MATTERS:** The main event is loud. Tuesday night is where relationships are built.

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# THE MAIN EVENT: PITCH MECHANICS



8 Slides Maximum

4 Minute Pitch (Strict)

Professional $650 Clicker

Confidence Monitors

## REHEARSAL LOGISTICS

- Arrive by 11:30 AM.
- Paper Light production team handles deck/video.
- Full run-through with lights and sound.
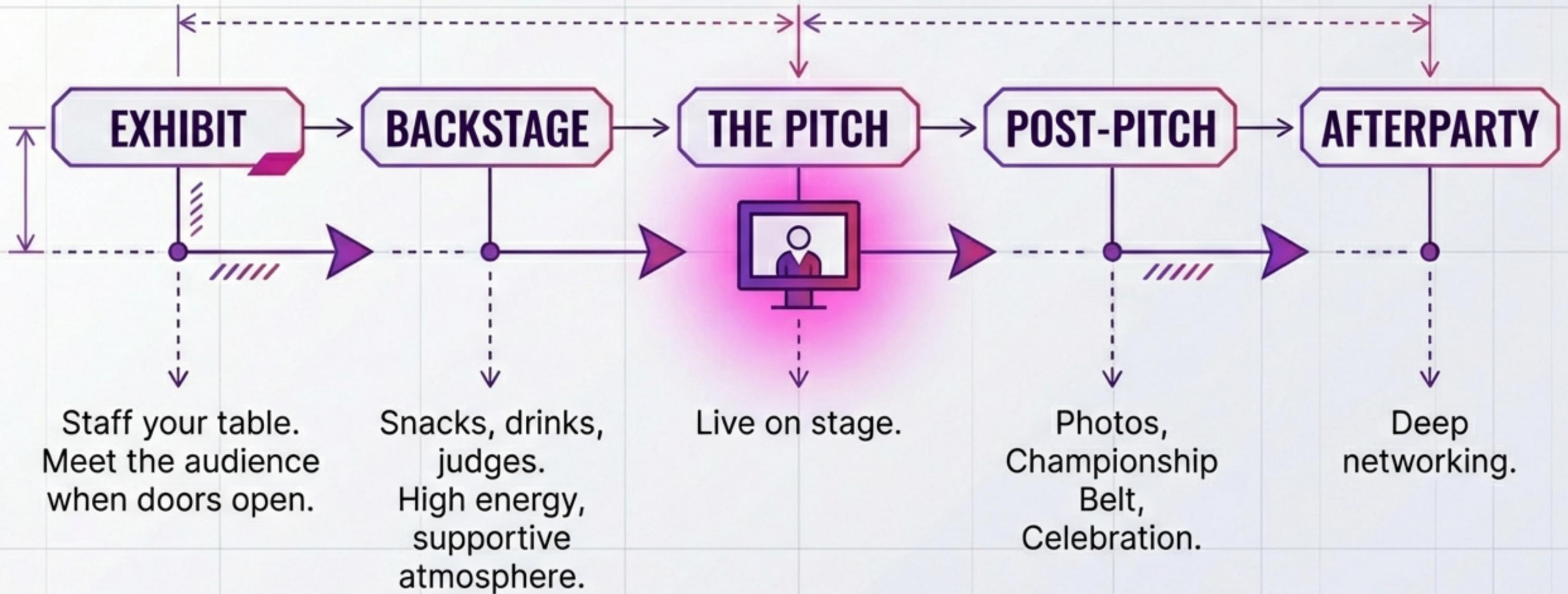
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# CRITICAL REQUIREMENT: THE SILENT DEMO
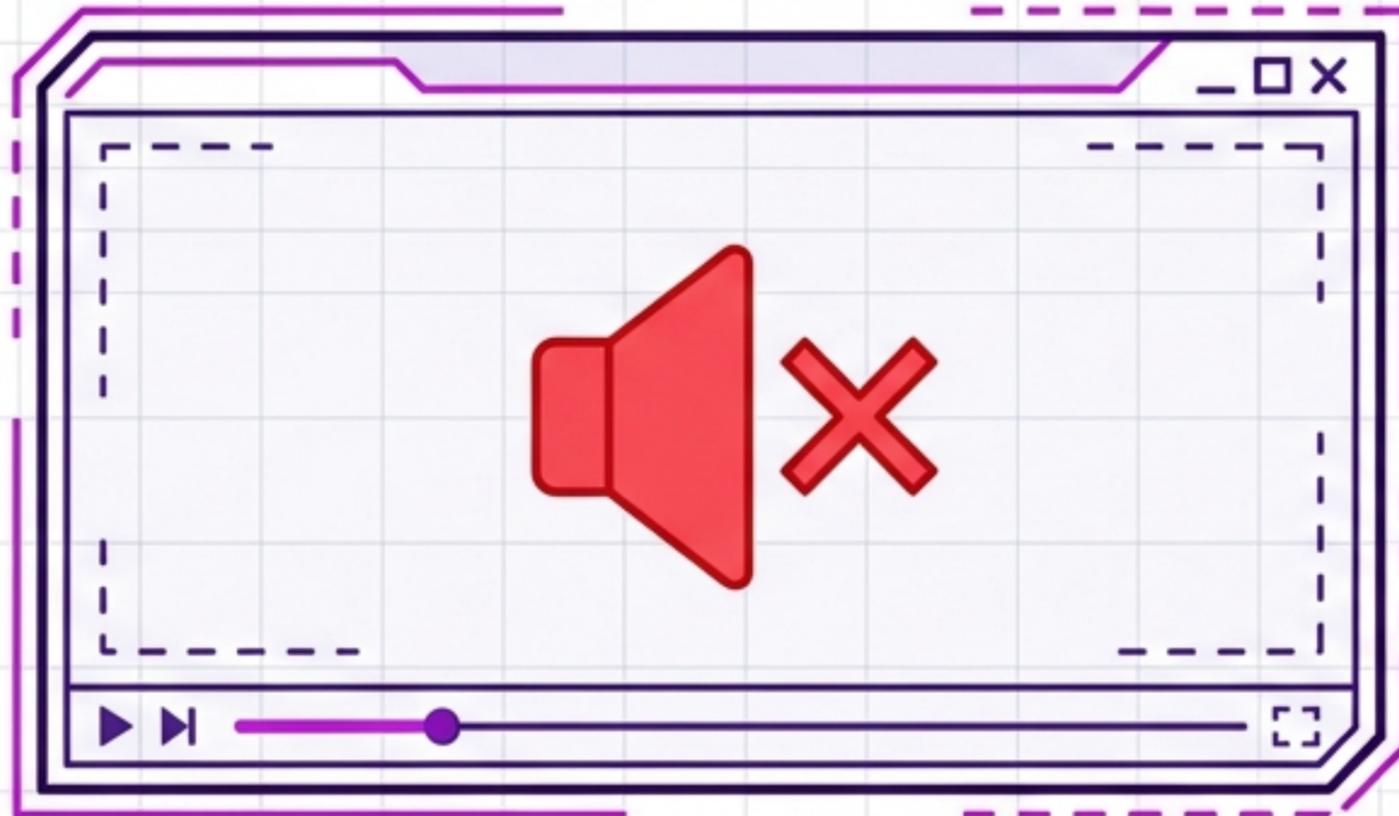
# 30 Seconds. NO AUDIO.

➤ Show, Don't Tell: Skip the login screen.
➤ Feature the "Secret Sauce" or disruptive moment.
➤ Narrate over the video live.

**MANDATORY CLOSING:** You must verbally thank your Hackathon Team by brand name at the end of the demo.

# EVENT DAY FLOW: EXHIBIT & BACKSTAGE

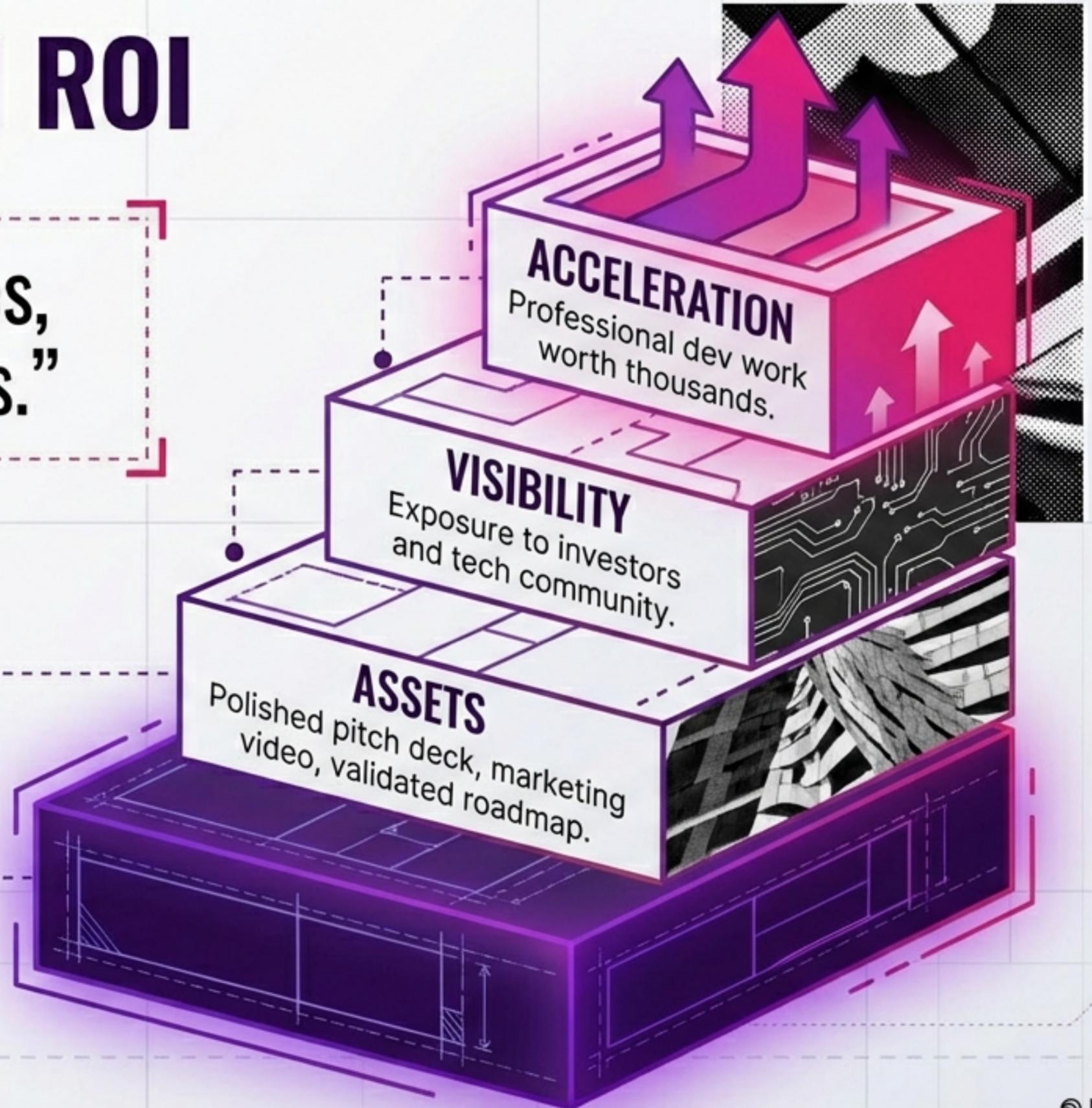**EXHIBIT** → **BACKSTAGE** → **THE PITCH** → **POST-PITCH** → **AFTERPARTY**

Staff your table. Meet the audience when doors open.

Snacks, drinks, judges. High energy, supportive atmosphere.

Live on stage.

Photos, Championship Belt, Celebration.

Deep networking.

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# THE CODELAUNCH ROI

"We turn apples, peaches, and pears into all apples."

**ACCELERATION**
Professional dev work worth thousands.

**VISIBILITY**
Exposure to investors and tech community.

**ASSETS**

**ASSETS**
Polished pitch deck, marketing video, validated roadmap.

**FORCED DISCIPLINE**
Deadlines for decks and videos.

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# READY TO LAUNCH?

- ☑ Confirm Eligibility (US/Canada/LatAm)
- ☑ ↗ Check Dates
- ☑ ↗ Prep PDF Deck & Mockups
- ☑ ↗ **APPLY**

**GO**

Block out 30 minutes and get busy. We look forward to seeing you on stage.

Follow CodeLaunch

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