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**Pure Pitch Rally celebrates 5th anniversary
with in-person competition Oct. 12
*8 startups to vie for spot-cash funding and resources***

KANSAS CITY, Mo. (Sept. 22, 2020) — Pure Pitch Rally will celebrate its fifth year of connecting startup founders with resources and funding at an in-person competition Oct. 12. In a year that has been disruptive to businesses across the board, the need to connect technology entrepreneurs with investors and funding has never been more acute.

Eight tech founders will showcase their companies at this year's Pure Pitch Rally, which will take place Oct. 12 at the Neptune Ballroom of the new downtown Loews Hotel Kansas City. The 13,000-square-foot ballroom will allow ample room for social distancing, and masks are required. Extensive measures will be in place to ensure the safety of all participants.

Emulating the popular show "Shark Tank," Pure Pitch Rally brings together more than 80 investors — or "land sharks," a nod to Kansas City's landlocked geography — to evaluate each presentation. Each land shark donates \$1,000 to one of the startups at the conclusion of the competition. Up to \$1 million in cash and resources will be awarded.

In addition to access to funding opportunities, participating startups are invited to four bootcamps that aim to help them build a firm foundation for their business. The bootcamps focus on perfecting their pitch, branding, product development and scale-up guidance in the areas of finance, M&A and legal support.

The startups, listed with the person who will pitch, encompass a range of industries:

- **AgButler Inc., Kevin Johansen:** The gig economy platform serves as a solution to a labor shortage in rural America. AgButler provides on-demand jobs, giving farmers and ranchers access to a high-quality labor force while boosting rural economies.
- **Air Traffic Awareness, Merwan Abdelmajeed:** What started as a class project at the University of Missouri-Kansas City is now a startup providing solutions to enhance situation awareness for general aviation to increase in-flight safety.
- **AWA Technology, William Walls:** AWA's technology streamlines processes and reduces cost in the automotive fluids industry by removing the need to transport water,

minimizing end-use plastic waste, and significantly reducing storage time and shelf-life concerns.

- **Booth Browser, Alan Harris:** The supply chain mobile app is designed to manage inventory and streamline transactions for vendors at sporting events, concerts and festivals.
- **Plasmonic Diagnostics LLC, Syed Barizuddin:** The startup's cutting-edge platform technology, P-GRAT, enables faster, easier and less costly diagnoses for diseases such as tuberculosis and SARS-Cov-2 (COVID-19) through advanced single-molecule detection technology.
- **PMI Rate Pro, Nomi Smith:** This unique quoting tool allows loan officers to complete one short form and receive results from all national private mortgage insurance (PMI) providers in less than six seconds.
- **Relay Trade Solutions, Delvin Higginson:** The collaborative supply chain platform connects shippers, carriers, origins, and destinations for seamless order to delivery, saving up to 50 percent on back-office costs.
- **SureShow Inc., Shelley Cooper:** This platform helps medical offices replace no-show appointments with revenue-generating telehealth visits, with a focus on populations that need greater access to care.

"The fifth annual Pure Pitch Rally will be bigger, better and safer than ever. We will be taking the utmost precautions to keep founders, land sharks and sponsors safe at one of the only events for the startup community this year," said Karen Fenaroli, lead sponsor and founder of Pure Pitch Rally and CEO of Fenaroli & Associates, a premier talent consultancy. "As we double the amount of land sharks from last year, this growing engagement highlights the civic-mindedness and barn-raising mentality of our community leaders. We could not be more excited for the diversity of ideas, industries and experience represented in this year's cohort that will be on display and for evaluation by our land sharks. Most importantly, we continue our mission of facilitating critical connections across Kansas City's entrepreneurial ecosystem to better our community and our region."

This year, more than 80 land sharks are slated to participate by doling out spot-cash funding, which is the most in the history of the Pure Pitch Rally. New and notable land sharks include these Kansas City business leaders:

- Toby Rush, CEO of Smart Warehousing and founder of EyeVerify/Zoloz
- Zane Burke, CEO of Livongo and former president of Cerner Corp.
- Dominique Davison, CEO and founder of PlanIT Impact, a 2017 Pure Pitch Rally alumnus
- Christopher Jones, CEO and founder of MatchRite Care, a 2019 Pure Pitch Rally alumnus
- Bek Abdullayev, CEO and founder of Super Dispatch
- Maria Flynn, founder of Orbis Biosciences and serial entrepreneur
- Joel Worcester, partner and cofounder of Worcester Investments

- Mary Ann Camacho, executive director, national customer service operations for Quest Diagnostics
- Maria Maffry, chief business development officer for BNIM
- Eileen Weir, mayor of Independence
- Simone Curls, executive director of the Prospect Business Association
- Nia Richardson, assistant to the director of KC Bizcare
- Matthew Mellor, serial entrepreneur and strategy executive for STARTLAND

The event and incubator academies are sponsored by Artisan Technology Group, BKD, C3 Capital, Circle Sideways, Fenaroli & Associates, First Business Bank, Morningstar Communications, Park University and Polsinelli. Event admittance is by invitation only.

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ABOUT PURE PITCH RALLY

In its fifth year, Pure Pitch Rally is an annual event ideated and sponsored by a unique group of established businesses in the Kansas City community looking to connect tech startups to the capital and resources needed to position, validate and scale their businesses. This invitation-only event brings leading executives and investors together to provide mentorship, networking and funding support to emerging tech companies, and to collaborate on how best we as a community can encourage additional entrepreneurship in our city and our region. Learn more about the event at PurePitchRally.com.