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**R3: River, Road, Rail**  
**Pitch Competition | Friday, June 20, 2025**

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The World Trade Center New Orleans and StartupNOLA invite idea-stage and early-stage startups to apply for the R3: River, Road, and Rail, a pitch competition taking place on Friday, June 20, 2025, 9am to Noon, during the Louisiana International Trade (LIT) Conference at the Windsor Court Hotel. This competition is designed to unearth innovative ideas and concepts that will revolutionize the transportation and logistics sector. We seek ambitious entrepreneurs and forward-thinking teams with tech-enabled solutions that innovatively address critical challenges facing global supply chains.

**Eligibility:**

- Open to founders of idea-stage and early-stage startups domiciled in Louisiana
  - Submissions must focus on solutions within the transportation and logistics sectors, including but not limited to:
    - **Supply Chain Optimization:** Technologies that enhance efficiency, visibility, and resilience in global supply chains
    - **Sustainable Shipping:** Solutions that minimize environmental impact, such as green technologies, alternative fuels, and waste-reduction strategies
    - **Port and Terminal Operations:** Innovations that improve port efficiency and safety
    - **Logistics and Transportation:** Solutions that optimize transportation routes, improve last-mile delivery, and enhance overall logistics efficiency via water, road, and rail
    - **Safety and Compliance:** Technology-based solutions to monitor and address these two critical priority areas

**Judging Criteria:**

- **Innovation and Originality:** The novelty and uniqueness of the proposed solution
- **Customer Discovery and Demand:** Addresses an unmet industry demand, demonstrating market viability
- **Feasibility and Scalability:** The potential for the solution to be successfully implemented and scaled nationally and globally
- **Pitch Deck:** Should clearly articulate your innovative solution, its value proposition, target market, and go-to-market strategy, while honoring the pitch time limit
- **Presentation & Q&A Time Limit:** Ability to adhere to the pitch presentation time limit of 5 minutes max, and the Q&A time limit of 3 minutes max (8 minutes total)

**Application Process:**

1. **Complete the R3 Pitch Competition Application** by Friday, May 9, at 11:59PM: <https://docs.google.com/forms/d/e/1FAIpQLSdHqBthZwuEk4H8581YcQt07RaEcRzD7mFR1gcVqTNNVveDg/viewform>
2. **Application Review:** Judges will review applications May 9 through May 20
3. **Selection:** 5 startup finalists will be announced on Wednesday, May 21

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4. **Pitch Competition & Winner Announcement:** Will take place on June 20, 9am to Noon, during the Louisiana International Trade (LIT) Conference at the Windsor Court Hotel

**The Prizes:**

- First Prize:** \$5,000  
**Second Prize:** \$1,000  
**Third Prize:** \$500

**Key Dates:**

- **Application Deadline:** Friday, May 9, 2025. at 11:59PM
- **Selection of Finalists:** Wednesday, May 21, 2025
- **Pitch Competition and Winner Announcement:** Friday, June 20, 2025, 9am to Noon, during the LIT Conference