

Innovation Showdown

Deadline to apply is 5 PM CST Friday, April 7, 2017

Are you an animal welfare professional with an idea that could help change the landscape of animal welfare and save more lives?

Ready to compete for more than \$150,000 in funding to make BIG things happen for animals?

Submit your idea to our “Innovation Showdown” and you could have the opportunity to make your lifesaving pitch in front of a distinguished panel of innovation investors and Petco Foundation Awards Gala guests on Saturday, May 19.

How to apply

To apply, you'll need a brief description of your idea, your organization's data (see the questions asked in the [online application here](#)) and a link to a 1-3 minute video of you pitching your lifesaving idea. This does not need to be a professional video—it can be shot with a webcam or your phone. We want to hear you directly tell us about your idea and why it is needed, and also get a sense of how you'll perform under pressure, pitching in front of a live audience. This is your opportunity to shine and raise money to save lives!

We'll select 2 to 3 finalists with the best ideas to pitch to our innovation investors and gala guests during the big event. Finalists will need to be available between April and May to work with us on an event video and their pitch and must be able to attend the gala on May 19 in San Diego, California. All travel expenses paid by the Petco Foundation.

Rules

- Pitches must come from an authorized representative of the organization.
- Organizations can submit up to 2 ideas.
- Nonprofit or municipal animal welfare organizations with a primary mission of saving companion animals (including community cats) are encouraged to apply.
- **Deadline to apply is 5 PM CST Friday, April 7, 2017.**
- Finalists must be willing to attend the Awards Gala on Friday, May 19, 2017 and work with the Petco Foundation to provide photo and video assets to support their pitch.

Innovation starts with initiative, so please do your best to complete the application without our assistance. We can not guarantee responses to all inquiries.



Investors



Daymond John

Founder/CEO of FUBU, shark on ABC's "Shark Tank," NY Times best selling author, entrepreneur



Jackson Galaxy

Cat behaviorist, author, tv personality, entrepreneur, and founder of the Jackson Galaxy Foundation



Susanne Kogut

Executive Director, The Petco Foundation, and lifesaving pioneer



[Apply now](#)