

What is Pepperdine Graziadio Business School's Most Fundable Companies?

Pepperdine Graziadio Business School's Most Fundable Companies launched in 2018, utilizing venture-tested intellectual property branded under TVA and gifted to the Graziadio Business School from an alumnus to evaluate any US-based startup from an investor point of view. Out of the startups we evaluate between February and September each year, we publish an annual list of companies that in our view are worthy of serious investor consideration, the **Pepperdine Graziadio Business School's Most Fundable Companies List**. Winners are featured at our award showcase on our campus in Malibu, CA, in national press every October, and the list is published in *Entrepreneur Magazine*.

Who can enter and how does the competition work?

In 2022, over 4,000 startups participated, representing all 50 states for the third consecutive year. Startups do not have to be affiliated with Pepperdine University to enter. And, the program is much more than a pitch competition. What differentiates us is that we educate founders and emulate the investor diligence process. What that means for a company that enters our competition and competes through multiple rounds over multiple months, is that our methodology covers all aspects of their business plan, including financial projections, market opportunity, intellectual property, competitive advantage, and management team expertise, via a series of online surveys, interviews and additional research.

Along the way, founders receive feedback through critical and objective assessments that they can utilize to support their capital raising decisions and strategic planning. At one end of the spectrum, founders may decide that outside investment is not right for them now, or possibly ever. At the other end, companies participate, even if they've already raised seed or series A funding, because earning a space on our published list gives them invaluable exposure and validation to assist them in securing the next round of capital they are seeking, or plan to raise over the next 12-18 months. It's extremely rewarding when we publish our list and connect founders to investors, however, both outcomes are equally important.

We do not charge startups to enter our competition. Thanks to the support of sponsors such as the Singleton Foundation for Financial Literacy & Entrepreneurship and the George and Reva Graziadio Foundation, the Most Fundable Companies program is completely free.

Why should a startup participate?

From 2018-2021 we've published four annual lists featuring 66 Most Fundable Companies, with 65 currently active. Beyond the PR and exposure they received, they have collectively raised over \$200M and counting since publication. At this time, we do not directly invest in the companies that make the annual list, although we have our sights set on establishing a sidecar fund.

Additionally, as a national program, we endeavor to reach founders who are underrepresented, or face other challenges, such as geography and access to resources, to either highlight or assist them in improving the likelihood that they can accelerate their company's growth and innovation across industries and communities.

Where do interested startups, sponsors and investors learn more?

Startups: Key dates, more information, and a link to enter can be found at pepperdine.edu/mfc

Sponsors: See our [2022 Corporate Sponsorship](#) package

Investors: Contact Dr. Craig Everett, Executive Director, at craig.everett@pepperdine.edu