

Startup Mania II - Event Schedule / Layout / Partner & Sponsor Opportunties		location			
When: Wednesday, March 11, 2026, 8:00 AM – 9:00 PM (CT)					
Where: Midwest House (MWH) SXSW, Austin, TX		general	region	social	octagon
8:00-8:45 AM Check-in (Coffee Station, Free Wi-Fi)					
9:00-9:30 AM Agenda: Expectations for the day & Wellness Warmup (General Session)					
Track 1: Competition					
9:30-10:15 AM R1 Startup Round (32, 1 v 1, 1 min pitch; 32 winners)					
10:15-10:30 AM Confirm Results					
10:30-10:45 AM Announce R1 Results (General Session/Broadcast)					
10:45-11:00 AM R1 Feedback (judges/sponsors/partners)					
Track 1: Competition					
11:00 AM-11:45 AM R2 Traction Round (16, 1 v 1, 1 min pitch; 16 winners)					
12:15-12:30 PM Confirm Results					
12:30-12:45 PM R2 Results Announcement (General Session/Broadcast)					
11:45 AM-12:15 PM R2 Consolation Round (8x4 regions, 1 min; 1x4 regions advance)					
12:15-12:30 PM Confirm Results					
12:30-12:45 PM R2 Results Announcement (General Session/Broadcast)					
1:00-2:30 PM Lunch Private Lunches for Sponsors					
2:30-2:45 PM Welcome Back (General Session)					
Track 1: Competition (General Session)					
2:45-3:30 PM R3 Super 16 Round (8, 1 v 1, 2 min pitches; 8 winners)					
3:30-3:45 PM Confirm Results					
3:45-4:00 PM R3 Results Announcement (Gen'l/Broadcast)					
Track 2: Fundraising (seed, Series A)					
2:45-3:30 PM Investment Readiness Workshop Prep for VCs (sponsors/partners)					
3:30-4:00 PM Investors Investor Reverse Pitches - 3 min					
Track 1: Competition (General Session)					
4:00-4:30 PM R4 Awesome 8 Round (4, 1 v 1, 2 min pitches; 4 winners)					
4:30-5:00 PM R4 Runner's Up Round (8, 2 min pitches; 1 winner)					
5:00-5:15 PM R4 Results Announcement (Gen'l/Broadcast)					
Track 2: Growth (bootstrap, pre-seed)					
4:00-4:30 PM Growth Workshops Growth tools (sponsors/partners)					
4:30-5:00 PM Product (AI) Workshops AI Tools (sponsors/partners)					
5:00-6:00PM PM Happy Hour Private Meeting with Finalists for Sponsors					
Track 1: Competition (Octagon)					
6:00-6:30 PM R5 Fab 5 Final Round (3 min pitches with slides + 1 judge Q&A)					
6:30-6:45 PM Confirm Results					
6:45-7:00 PM Championship Belt Winner Announcement & Photos					
7:00 PM Startup Concert featuring RajNation & After Party					
8:30 PM After Party Ends					