



# EDD

ECONOMIC  
DEVELOPMENT  
DEPARTMENT

## OUTDOOR RECREATION DIVISION

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**FOR IMMEDIATE RELEASE:**  
August 26, 2022

## **The Outdoor Recreation Division, Outdoor New Mexico, and CNM Ingenuity Announce the First-Annual Adventure Pitch Event with \$15,000 in Cash Prizes**

*The startup pitch event for outdoor companies will take place October 7 at the Outdoor Economics Conference in Taos. Outdoor startups have until September 4 to apply.*

**SANTA FE, N.M.** - The Outdoor Recreation Division, Outdoor New Mexico, and CNM Ingenuity Announce the First-Annual Adventure Pitch Event with \$15,000 in Cash Prizes

The startup pitch event for outdoor companies will take place October 7 at the Outdoor Economics Conference in Taos. Outdoor startups have until September 4 to apply.



The [first-ever Adventure Pitch](#), organized by CNM Ingenuity, is scheduled for Friday, October 7, at the 2022 Outdoor Economics Conference, the Outdoor Recreation Division (ORD) announced today.

In partnership with CNM Ingenuity's Startups and Small Business team, the ORD invites startups with high-growth potential and a core offering that touches outdoor recreation, the environment, and/or health and wellness to [apply](#) to this premier startup pitch event for outdoor companies in New Mexico.

Accepted startups and investor judges will converge in Taos for the Outdoor Economics Conference, joining in the fun on October 6 with an evening meal and networking. On October 7 at 9:15 a.m., startups will pitch to judges in five-minute rounds, with the winner announced

immediately after the event. First place will win a \$10,000 cash prize, followed by second place (\$3,000), and third place (\$2,000).

Outdoor startups who wish to participate in the Adventure Pitch are [encouraged to apply by September 4](#). Startups with an established legal entity, strong founding team, and some level of product or customer traction are all eligible. The ideal applicant is a company that has a launched or soon-to-launch product, customer traction validating an exciting market opportunity, and a vision for massive growth.

All accepted companies will pitch their company in front of a public audience during this single-round pitch event. CNM Ingenuity invites judges from inside and outside of New Mexico who are actively seeking to make investments in startup companies, especially those in the outdoor recreation space. This includes angel investors, venture capital funds, and even banking partners.

"These outdoor startups all have a unique business model that is not only good for our economy, but also for the environment. Outdoor recreation makes an immense impact on our state's economy – accounting for almost \$2 billion a year to New Mexico's GDP and employing over 25,000 people – which is why Gov. Michelle Lujan Grisham has chosen it as one of our nine target industries for growth," Economic Development Secretary Alicia J. Keyes said. "We're excited to invite businesses that support the New Mexico outdoor recreation economy to participate in the 2022 Adventure Pitch."

"The outdoor economy contributes \$1.9 billion to state GDP every year and employs over 25,000 people," ORD Director Axie Navas said. "The startups who will pitch their ideas at Adventure Pitch represent the present and future of that powerhouse industry and we are excited to see their continued growth in New Mexico. At the October event, they will learn valuable skills, such as how to publicly present their idea and develop important investor connections."

"Adventure Pitch builds on the momentum of the Outdoor Economics Conference, as well as our own pitch events such as Ski Lift Pitch, to help more New Mexico startups build relationships with more investors both inside and outside the state," T.J. Cook, fund manager of the Ingenuity Venture Fund, said.

The 2022 Adventure Pitch for outdoor companies is the successor of the [Outdoor Pitchfest organized by ORD](#) at the 2021 Outdoor Economics Conference in Farmington. That year, ORD invited outdoor businesses whose central ideas were related to the nature-based outdoor recreation industry. Six finalists pitched their ideas to a panel of judges from the economic development, outdoor industry, and investing sectors. ([Read more about the participants.](#)) [Susan of Free-to-Roam eBiking](#) and [Frankie of Bosque Mobile Bike Repair](#) won the Judges' and Peoples' Choice awards, respectively.

The Adventure Pitch is part of the annual Outdoor Economics Conference from October 5-7. [Registration is now open for the Conference and Adventure Pitch.](#)

Outdoor startups: [Apply by September 4 to participate in the Adventure Pitch](#)

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*The Outdoor Recreation Division (ORD) works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor*

*recreation. ORD works to achieve positive, measurable impacts within economic development, conservation, education, and public health through collaboration with New Mexican businesses, nonprofits, and partner state and federal agencies. Gov. Michelle Lujan Grisham signed New Mexico's ORD into law in April 2019. Since then, ORD has invested over \$11.74 million in outdoor access through its marquee grants, including the Outdoor Recreation Trails+ and Outdoor Equity Fund programs. These initiatives have supported more than 175 Tribes, local governments, and nonprofits to improve outdoor infrastructure and introduce almost 40,000 young New Mexicans to the outside world. The New Mexico outdoor industry is a powerhouse of meaningful job and wealth creation, employing over 25,000 people and contributing \$1.9 billion to state GDP.*

New Mexico Economic Development Department  
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