



P.R.O.P.E.L. Small Business and Entrepreneur Summit

October 28–29, 2025 | Stovehouse, Huntsville, AL

Description: Promote. Resource. Open. Prepare. Engage. Launch.

The PROPEL Small Business and Entrepreneur Summit is designed to unite the network of organizations that support entrepreneurs, alongside the entrepreneurs themselves. Centered around the mission to Promote innovation, Resource small businesses, Open doors to opportunity, Prepare for sustainable growth, Engage the entrepreneurial ecosystem, and Launch the next generation of ideas, the summit places a special emphasis on high-impact industries critical to the future—advanced manufacturing, aerospace, biotechnology, and cybersecurity.

Entrepreneurs will showcase their ventures through pitch competitions, while demo days will offer a platform for startups to present cutting-edge products and innovations aligned with these sectors. Reverse pitch sessions will feature investors, corporations, and resource providers sharing real-world challenges and opening the door to strategic collaboration within these key industries.

This summit is designed for startup founders, small business owners, industry partners, support organizations, and investors ready to accelerate innovation where it matters most.

Pitch Competitions

- **IdeaSTAGE:** North Alabama entrepreneurs and entrepreneurial teams eligible to compete in this category should be in the early stages of exploring market problems and brainstorming innovative solutions. Ideal applicants are focused on creativity, early validation, and developing a unique value proposition that lays the foundation for future business development. A total of \$10,000 will be distributed across four prizes: 1st, 2nd, 3rd place, and the Audience Choice award.
- **NextSTAGE:** North Alabama companies eligible to compete in this category should demonstrate increasing sales, revenue, or market share and be actively scaling operations or expanding into new markets. Applicants should have established teams, refined business processes, and a clear strategy for managing growth and cash flow. A total of \$50,000 will be distributed across four prizes: 1st, 2nd, 3rd place, and the Audience Choice award.

- **SolutionLAB:** North Alabama companies eligible to compete in this category should demonstrate growing sales, revenue, or market share and be actively scaling operations or entering new markets. These small businesses will pitch innovative, problem-solving solutions tailored to a specific challenge identified by an industry partner, with an emphasis on collaboration, refined business processes, and the potential for real-world implementation or partnership. There is no prize money for this category, but contestants will pitch directly to the customer for a valuable opportunity to showcase their products to potential buyers and decision-makers.

Pitch Competition Application Steps

- **Application Period**
 - Applications open September 1 and close October 3.
 - A link to the applications can be found on the Huntsville/Madison County Chamber Website, under the heading “Applications” : <https://hsvchamber.org/small-business/propel-summit/>
 - Only complete applications will be considered.
- **Selection Notification**
 - Selected applicants will be notified by October 14.
- **Final Materials Submission**
 - If selected, you must submit your final pitch deck and company logo by October 21.
 - These materials will be used during the competition.
- **Event Participation Requirements**
 - You must set up a demonstration table the day of your pitch.
 - If you are selected to participate in both the SolutionLAB and the NextSTAGE pitch competitions, you must be set up for both days (October 28–29).
 - IdeaSTAGE competitors will be set up for October 28 only.
 - NextSTAGE competitors (only) will be set up on October 29.
- **Registration**
 - Pitch contestants do not need to register for the event.
 - If you are not selected to pitch, we encourage you to register and attend the Summit.