

28-29 OCTOBER 2026 / MADRID + ONLINE

Pitch Gauntlet Madrid Edition

A talking AI unicorn hosts.
Founders improve. Partners join the story.

An online-first Web3 pitch programme, with a planned broadcast hub in Madrid.



THE PROGRAMME

Teams submit a deck, receive a private EvalLens report and sharpen their pitch. Up to ten selected teams enter the improvement round and live show. Every valid applicant receives a report; participation is free.

10

live teams max.

3 min

uninterrupted pitch

5 min

Q&A maximum

5-6

human judges

Unicorn contributes one AI score. The final ranking averages all valid human and AI scores under the event rules.

WHY PARTNER

Meet relevant founders

Present your product or programme with one clear invitation and a tracked link.

Become part of the show

Bring your message to life through Unicorn, a live contribution or a useful prize.

Keep the content working

Use agreed event clips and receive links, timestamps and available performance data.

PROVEN IN BARCELONA

Eight teams pitched at the first Gauntlet and received individual reports. Madrid adds a defined improvement stage and a fuller Unicorn host role with human judges.

[Yellow press release](#)

[EvalLens recap](#)

[Watch the broadcast](#)

Planned during MERGE Madrid; an independent event, not an official MERGE competition. Exact show time and venue to be confirmed. Programme capacity is not confirmed attendance.

Ways to partner

Choose the role that fits your goal. Scope, investment and deadlines are agreed with Pedro for each partnership.

01 Brand Presence

For visibility around the programme.

Event-page logo and tracked link; presence in the shared promo video before content lock; two transition mentions in the show; a delivery report.

02 Product Activation

For a product or programme invitation.

Brand Presence plus a scripted Unicorn integration, a short contribution from your representative, one clear call to action and one agreed edited clip.

03 Founder Support

For a useful prize or resource.

A prize or resource page card with eligibility terms; introduction and award moment in the show; handover coordination and a delivery report.

ADDITIONAL OPTIONS

Propose a judge or expert; add a live demo or extra content; discuss category exclusivity. A partner mention or link in Yellow's press release or recap requires Yellow's editorial approval. All options depend on availability and an agreed production plan.

MEETING TEAMS & JOINING THE JURY

Founder introductions. Tell us which teams fit your focus. We explain the proposed connection to each founder and share contacts or materials only with their approval. Sponsorship does not give automatic access to the full applicant list, private decks or reports, or subscribe founders to your marketing.

Judging. You may nominate an expert for organiser approval. An appointed judge follows the same criteria and conflict rules as the panel, with an equally weighted score. Sponsorship does not confer influence over team selection or scoring rules.

LET'S PLAN YOUR ACTIVATION

Choose your goal with Pedro or Yaroslav. We confirm placements, copy, asset deadlines and usage rights in a short delivery plan. After the show, you receive evidence of delivery and available results; audience size, leads and sales are not guaranteed.

Pedro Gomes

Sponsorship partnerships

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Event format & EvalLens integration

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