



NEW MEXICO

OUTDOOR RECREATION DIVISION

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Leading New Mexico Innovators Compete for \$15k at Annual Adventure Pitch *Four startups selected to take center stage during the Outdoor Economics Conference in Las Cruces*

SANTA FE, N.M. – The Outdoor Recreation Division is gearing up for its third annual [Adventure Pitch](#) competition, in partnership with CNM Ingenuity, at the [Outdoor Economics Conference](#) on Tuesday, **September 24**, in Las Cruces. The Adventure Pitch will take center stage on the opening day of the conference.

This is the fourth startup pitch competition hosted by the New Mexico Economic Development Department's Outdoor Recreation Division (ORD). The event will spotlight New Mexico-based startups with high-growth potential in the outdoor recreation, environmental sustainability, and wellness sectors. The pitch underscores ORD's continued commitment to foster entrepreneurship and nurture economic advancement within the state's growing outdoor recreation business sector.

"ORD is thrilled to see this event take the spotlight on day one of the conference when energy levels will be high," ORD Director **Karina Armijo** said. "We have a dynamic lineup of four promising startups selected from a pool of forward-thinking, talented applicants. We're anticipating a very exciting and competitive pitch event."

The four innovative Adventure Pitch finalists are:

[Apivera](#): An all-in-one beehive treatment that boosts bee health, productivity, and survival, crucial for maintaining pollinator populations that support outdoor ecosystems and biodiversity.

[Bee Clean Spot](#): An organic beeswax-based eco-friendly hand sanitizer that kills germs with natural ingredients packaged in a recyclable, leak-proof container.

[Cetaly](#): Cell-cultivated protein supplements and foodstuffs that help reduce the environmental impact of traditional livestock farming by cutting down on methane emissions.

[ORC Tech](#): A provider of products that enhance cellphone and Wi-Fi connectivity in remote areas, improving safety and communication for outdoor enthusiasts and adventurers in the backcountry.

Each competitor will take the stage and deliver a five-minute pitch, competing to impress a panel of distinguished judges and hike away with the grand prize of \$10,000. The second-place winner will take home \$3,000 and the third-place winner will receive \$2,000 to help propel their businesses forward.

The opportunities don't stop at the prize money. Startups will cast their original ideas out into a crowd of hundreds of attendees, investors, and mentors from across the nation, and gain exposure to business development opportunities that extend well beyond the \$15,000 in cash prizes. Adventure Pitch competitors will also receive complimentary attendance to all three days of the Outdoor Economics Conference and a booth at the conference expo, providing invaluable opportunities to forge connections and expand their networks.

The **Outdoor Economics Conference**, organized by [Outdoor New Mexico](#), will be held in Las Cruces from **September 23-25**. This annual event gathers hundreds of professionals, policymakers, and community members for breakout sessions and panel discussions focused on advancing economic development tied to protected public lands. The conference also includes guided tours showcasing outdoor recreation opportunities, local conservation efforts, and New Mexico's unique landscapes. Additionally, ORD is sponsoring the **Next Gen Youth Panel on September 25**, featuring youth participants from Outdoor Equity Fund programs, sharing their unique perspectives on the future of outdoor recreation in the state. Registration is required—visit [outdooreconomics.com](#).

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2023 Adventure Pitch finalists prepare for competition



2023 Adventure Pitch winner Rezo Systems accepts the \$10K grand prize

The mission of the Outdoor Recreation Division, a division of the New Mexico Economic Development Department, is to increase equitable access to the outdoors for all New Mexicans, ensuring healthy outcomes, environmental stewardship, and economic prosperity. For more information, visit [nmoutside.com](#) or follow us on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#) at [@NMOutdoorRec](#).



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