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**27 March 2024**

**Calling early-stage tech firms – invitation to pitch for a demo slot at London based AdviceTech event to advisers, providers and potential investors**

* *Pitches invited from tech firms building innovative kit for financial advisers*
* *Completely free to enter – no pay to play*
* *Closing date for submissions Tuesday 23 April*

Financial services consultancy the lang cat invites early-stage advicetech firms to get involved with its new [AdviceTech Catwalk event](https://thelangcat.co.uk/enter-the-world-of-advice-tech-now-with-added-lang-cat/?mc_cid=a02a69a063&mc_eid=f13f0b25e0) on **20 June 2024** at Studio Spaces in Wapping, East London. Firms developing tech for financial advisers are invited to [apply](https://us4.list-manage.com/survey?u=7c80239ebf5f78f7c20e4b4c4&id=bcf9ca5e6b&attribution=false) to showcase their wares on the day.

The lang cat will choose five of the most exciting submissions as finalists to pitch what they’ve built to an audience of around 150 advice professionals, senior financial industry figures, media and a panel of fintech experts.

Finalists will be coached through the pitch process to get ‘Catwalk’ ready as well as benefiting from exposure to advisers, providers and potential investors.

An overall winner will be selected on the day and – along with the lang cat’s traditional prize of a pack of Rolos - will be invited to take to the stage at one of the lang cat’s main events later this year.

AdviceTech Catwalk is focused on up-and-coming technology that advice professionals might be using in the next few years. Pitchers are invited to apply [via the lang cat’s website](https://us4.list-manage.com/survey?u=7c80239ebf5f78f7c20e4b4c4&id=bcf9ca5e6b&attribution=false) and entries close on **Tuesday 23rd April 2024.**

Importantly, and unlike many similar events, there is no fee for applying and finalists will not be asked for any money to participate at any time.

Commenting on the launch, Mark Polson, CEO and founder of the lang cat said: “Fintech has become such a vibrant area that we thought it would be fun to create a specalised event where interesting people building interesting technology for financial advisers and planners get to show off to interested people.

“The AdviceTech Catwalk is built so everyone wins. Finalists get to show their wares without having to pay to do so, and get some free pitching and presentation training into the bargain. Advisers who come along get to see the technologies they may well be using in a year or two or three. And the industry and potential investors get a sneak peek too.

“The lang cat is pretty allergic to dull conferences, so this will be a fast-paced show in an awesome venue that isn’t your usual financial industry corporate fare - we want this to be fun for attendees but also for those pitching.

“We expect to hear from lots of firms so anyone interested in a free opportunity to show their wares, no matter how early a stage they may be at, should fill out the short entry form as soon as they can.”