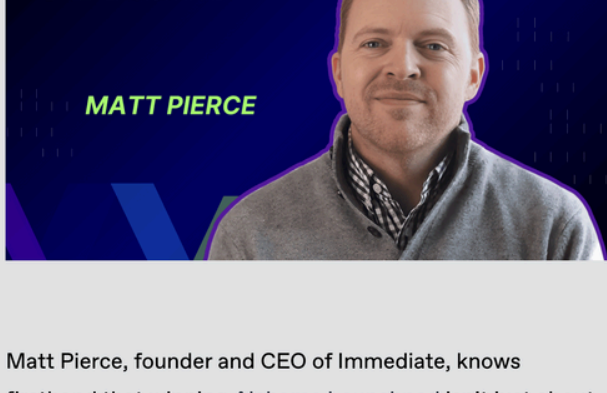


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Immediate's Journey to Success with Alabama Launchpad

March 13, 2025



Matt Pierce, founder and CEO of Immediate, knows firsthand that winning [Alabama Launchpad](#) isn't just about the prize money—it's about the journey. After losing twice, he refined his approach, learned from feedback, and finally secured the win on his third attempt. His experience highlights the value of persistence, preparation, and understanding your audience. Through Alabama Launchpad, he gained critical insights that shaped his business, proving that success often comes from setbacks.

Key Takeaways

- Persistence Pays Off**
 Matt competed three times before winning. Each loss helped refine his business and strategy.
- Feedback is Gold**
 The real value of Alabama Launchpad isn't just funding—it's the expert advice from judges and mentors.
- Know Your Audience**
 Tailoring his pitch to the judges helped Matt stand out. Entrepreneurs should always know who they're pitching to.
- Startups Take Time**
 Success isn't instant. Matt advises entrepreneurs to commit at least a decade to building their business.
- Apply, Even If You're Not Ready**
 Even if you don't win, the experience of pitching and refining your idea is worth it.

“Any good entrepreneur knows you’re going to get told no a thousand times. The key is to learn, adjust, and come back stronger.”



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How Alabama Launchpad Helped Immediate Succeed

In 2018, Matt saw a major problem: millions of employees were living paycheck to paycheck, relying on high-interest loans and credit cards in financial emergencies. As a technologist, he believed there had to be a better way. That's when he founded Immediate, a company designed to give employees access to their earned wages before payday, helping them avoid predatory financial options.

Failing Forward: Lessons from Losing Twice

Matt first entered Alabama Launchpad with a different startup idea but didn't make it past the early rounds. His second attempt, this time with Immediate in its concept stage, saw him place second. Though he didn't win, he gained valuable insights into shaping a sustainable business model.

Instead of seeing failure as a setback, Matt used it as a learning opportunity. The feedback from judges helped him refine Immediate's mission, business plan, and monetization strategy.

The Winning Strategy: Third Time's the Charm

Determined to succeed, Matt entered Alabama Launchpad again, this time in the seed stage. By then, Immediate had gained traction, securing a few signed contracts and proving its potential. With a more refined pitch, a clearer business model, and a deeper understanding of what judges were looking for, he won the competition.

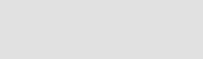
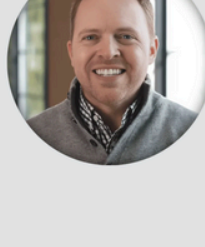
Final Thoughts

Matt's journey through Alabama Launchpad proves that success often comes after failure. His story is a testament to the value of persistence, strategic adjustments, and taking advantage of mentorship opportunities.

Are you an entrepreneur looking to take your startup to the next level? [Apply for Alabama Launchpad](#) today and start your own journey toward success!

Learn more about Matt Pierce and Immediate

If you would like to learn more about Matt and Immediate, check out their website and social media profiles.



More About Alabama Launchpad

Established in 2006, Alabama Launchpad is Alabama's most active, early-stage seed fund investor, driving innovation and job growth through startup competitions and ongoing mentoring for Alabama entrepreneurs. Alabama Launchpad is made possible by the generous support from Innovate Alabama, the Alabama Department of Economic and Community Affairs, the Alabama Department of Commerce, Blue Cross and Blue Shield Caring Foundation, Truist Bank, The University of Alabama, Auburn University, The University of Alabama at Birmingham, the Daniel Corporation Foundation. It is the state's longest running business plan and pitch competition. Over the past 17 years, Alabama Launchpad has invested over \$6 million into 121 Alabama startups. The winning startup companies have generated over 1,400 jobs for the state and have a combined post-money valuation of over \$1 billion.

More About Our Partner, Innovate Alabama

Innovate Alabama is Alabama's first statewide public-private partnership focused on entrepreneurship, technology and innovation with a mission to help innovators grow roots here in Alabama. Innovate Alabama was established to implement the initiatives and recommendations set forth in the Alabama Innovation Commission's report, including smart policy solutions that will create a more resilient, inclusive and robust economy to remain competitive in a 21st-century world. With founding CEO Cynthia Crutchfield leading the charge, Innovate Alabama is also made up of a board of 11 innovation leaders appointed by Gov. Ivey, collaborating across sectors to advance industries, drive technology and facilitate an environment where innovation and entrepreneurship thrive. Learn more about Innovate Alabama at www.innovatealabama.org.

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