



The Art, Science +
Business of Housing

FOR IMMEDIATE RELEASE
March 10, 2025

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Anaheim, California – June 11, 2025 – The California Building Industry Association (CBIA) and its Pacific Coast Builders Conference (PCBC) are proud to announce the Housing Innovation Alliance (HIA) *Pitchfest* will take place on Wednesday, June 11 at [PCBC 2025](#).

Pitchfest is the leading forum for housing focused startups and industry to connect, share ideas, and explore business opportunities. The 10 finalists selected from 100s of applications will take to the Innovation Stage at PCBC to present live pitches for their transformative solutions. A Judge's Choice and an Audience Favorite will be announced onsite on Thursday, June 12 and new for this year, one finalist will receive a \$100,000 investment from Home Technology Ventures (HTV), the only venture capital firm exclusively dedicated to the future of the housing industries.

PCBC brings innovation to life with *Pitchfest* as real people deliver real pitches in real time. This year's competition is looking for solutions impacting the following areas of focus: reducing the housing supply deficit, making housing more attainable, reducing the carbon footprint of housing, simplifying owning and managing a home, and adapting existing homes for new needs.

[Register, exhibit or sponsor](#) to engage and connect with startups solving some of housing's most complex problems.

"*Pitchfest* at PCBC is an ideal fit," said CBIA President & CEO, Dan Dunmoyer, "HIA thinks differently about conquering the housing policy crisis, and PCBC is daring to be different. So, it's a perfect match that brings so much value to attendees, exhibitors, and sponsors."

"We are excited to partner with PCBC to engage their forward-thinking audience and elevate the conversation around strategic growth opportunities in homebuilding and community development. Together, with our strategic partner HTV, we aim to accelerate the adoption of new technologies and innovative business models to make housing more attainable, sustainable, and resilient while improving speed to market," added HIA President, Dennis Steigerwalt.

Along with *Pitchfest*, the all-inclusive PCBC 2025 features Braindate, Key Buyers Connect, Keynote presentations from the founders of Liquid Death and the Becoming Superhuman Lab, and more.

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The [California Building Industry Association](#) (CBIA) is a statewide trade association representing the home building industry. CBIA advocates for policies that promote the development of affordable and sustainable housing, supports the growth of the housing market, and seeks to create opportunities for homeownership throughout California.

The [Housing Innovation Alliance](#) is where the production building industry meets to make things happen. Together they identify opportunities for innovation, taking action to change the industry and improve your business.

[Home Technology Ventures](#) is an early stage investment company focused on backing founders with a maniacal obsession to solve the biggest challenges in the housing industries.

The [Pacific Coast Builders Conference](#) (PCBC) is the annual conference and trade show for the California Building Industry Association (CBIA) and the Leading Builders of America (LBA). For PCBC 2025, the stage is set for something new as we bring everyone together – attendees, exhibitors, sponsors – for an experience blending exhibit displays, social activations, Braindate, Key Buyers Connect, keynotes, *Pitchfest*, and more.