



The Casper Start-Up Challenge was launched in the Spring of 2016 and supported through the generous financial gifts of the John P. Ellebogen Foundation and the Casper Area Economic Development Alliance (CAEDA). The Start-Up Challenge seeks to catalyze Wyoming technology start-up businesses and provide the opportunity to apply for seed money to take the business past concept stage and into real-world first article builds and initial sales. The competition will identify Finalists who receive \$5,000 and will all be eligible to apply to a \$50,000 seed fund.

All Finalists will be advised and coached through the full process of building a viable business concept regardless of team makeup or background. As part of the process, Start-Up Challenge competitors will work directly with WTBC staff in building their business concept and have the opportunity to meet and network with successful technology entrepreneurs.

The Casper Start-Up Challenge is being administered through the WTBC, the state-chartered business development program and business incubator located on the UW campus, in Casper, and in Sheridan. WTBC is a member of the Business Resource Network and reports to the University of Wyoming Office of Research and Economic Development. The WTBC provides full business life-cycle advising and coaching through experienced staff with backgrounds in varied fields including software, electronic hardware, capital equipment, industrial chemicals and processes, finance, and sales. All Casper Start-Up Challenge Finalists will be required to participate in advising and coaching sessions to prepare for the final *Pitch Day* event.

The Start-Up Challenge is for new, independent businesses in the seed, start-up, or early growth stages. Generally excluded from consideration are the following: real estate syndications, franchises, brick and mortar retail, and spin-outs from existing corporations.

Eligibility Details:

- Applicants must be for seed, start-up, or early stage companies.
- Submissions may be entered by individuals or teams (up to 5 members)
- Each team may enter only one idea.
- A single individual cannot be the sole qualifying participant for two teams.
- Final approval of eligibility is reserved for the judging committee.
- Resident of the Casper Regional Area

Entry fees: The Casper Start-Up Challenge has no entry fee.

General Guidelines for Submitting a Concept

All initial submissions to the Casper – Start-Up Challenge shall be received online using the standard application found at: http://www.uwyo.edu/wtbc/entrepreneurship_competitions/index.html. No other supporting documentation outside of the requirements stated is required, nor shall it be considered in the initial judging of submitted concepts.

Submission Deadlines: All submission deadlines are final. Late applications cannot be accepted.

Required for Semi-Finalists ONLY:

5-Slide Description

Being selected as a Semi-Finalist, and to continue being considered for the Start-Up Challenge competition, will require a 30-minute oral interview by the judging panel on September 13th and 14th. As a supporting document for this discussion/interview, Semi-Finalists will be required to provide a 5-slide summary of their concept business to the judging panel as background/context for that team. All text should be the minimum to make appropriate points, and have a font size larger than 16pt in Arial, Calibri, or other simple font design. Although a specific slide content format is not mandated, it would be most useful to the judging panel if your 5-slide deck included the following:

1. A brief Problem Statement, and your proposed Solution; what is your, “Value Proposition?”
2. A brief description, picture, flow chart, or drawing defining your Product concept and its unique features.
3. A description of your target customer (who is your customer?), a description of the overall market, and an estimate of both overall and target market size in dollars.
4. Both a description of existing competition and/or solution options (e.g., competing products and features) and at least preliminary validation that there is some level of potential demand for your specific Solution.
5. A simple presentation or spreadsheet showing how your business will make money along with the estimated timeline for your business to reach initial sales. This may include potential pricing, costs, and other financial data.