The Sheridan Start-Up Challenge is a new program of the Wyoming Technology Business Center (WTBC) designed to improve the entrepreneurial climate in Sheridan. The Sheridan Start-Up Challenge is supported through the generous gifts from the SEEDA Joint Powers Board, the Homer A. and Mildred S. Scott Foundation, First Interstate Bank, and Davis & Cannon, LLP.

The Start-Up Challenge seeks to stimulate new Wyoming 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 Qualifying Finalists who receive $5000 and will all be eligible to apply to a $50,000 seed fund. All Sheridan Start-Up Challenge Finalists will be required to participate in advising and coaching sessions to prepare for the final Qualifying Pitch Day event.

WTBC staff will advise all Finalists through the full process of building a viable business concept and pitch. The Sheridan Start-Up Challenge is a program of the WTBC, a UW business development program with business incubators located in Laramie, Casper, and Sheridan. The 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.

The Start-Up Challenge is for new, independent businesses that have the potential for growth. Businesses should be able to sell a product or service outside of Wyoming and still be in the pre-venture, pre-revenue, or initial sales stages. Generally excluded from consideration are the following: real estate syndications, franchises, and brick and mortar retail.

**Eligibility Details:**
- Applicants must be for pre-venture, pre-revenue, or initial sales 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.
- Business based in Sheridan County
- Final approval of eligibility is reserved for the judging committee.

**Entry fees:** The Sheridan Start-Up Challenge has no entry fee.
General Guidelines for Submitting a Concept

All initial submissions to the Sheridan Start-Up Challenge shall be received online using the standard application found at: https://app.reviewr.com/s1/site/sheridan2017. 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: The deadline to submit at concept is March 8th by 11:59PM. 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 between the 15th and 17th of March, 2017. 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 & benefits.

3. A description of your target 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 description of the revenue model 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.