Welcome to the 2017 Fisher Innovation Challenge (FIC). We appreciate your interest in participating in this year’s event, hosted by the Wyoming Technology Business Center (WTBC) in partnership with the College of Engineering and Applied Sciences (COE). The FIC is a technology product and innovation competition.

This is the second year of the Fisher Innovation Challenge, a competition launched in the Spring of 2016 and supported through the generous financial gift of Mr. Donn Donn Fisher and matched by the University of Wyoming Office of Research and Economic Development. The FIC 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 Qualifying Finalists who will all be eligible to apply to a $125,000 seed fund.

The FIC at UW is to encourage and stimulate Wyoming students to examine building the next technology business and to grow our technology entrepreneur base in the state. Licensing technologies from the University of Wyoming Research Products Center is encouraged assuming there has been no previous commercialization. Key in these types of businesses is demonstrating significant added value to the technology through the efforts of the management team.

All students from University of Wyoming at the undergraduate and graduate levels are welcome to enter the competition with their technology idea. All Finalists will be advised and coached through the full process of building a viable business concept regardless of team makeup or individual academic coursework completed. Teams must have at least one UW student having principal involvement in the venture, but other team members can come from UW faculty/staff ranks or outside the university. As part of the process, FIC competitors will work directly with WTBC staff in building their business concept and also have the opportunity to meet and network with successful technology entrepreneurs.

The FIC is being administered through the WTBC, the state-chartered business development program and business incubator located on the UW campus, with additional locations in Casper and 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 FIC Finalists will be required to participate in advising and coaching sessions to prepare for the final Qualifying Pitch Day event.

The FIC is for new, independent businesses in the seed, start-up, or early growth stages that are focused on technology and/or innovation. Generally excluded are the following: buy-outs, expansions of existing companies, real estate syndications, franchises, online retail, brick and mortar retail, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations. Licensing
technologies from University of Wyoming research labs is encouraged, assuming they have not been commercialized previously.

**Definition of Technology and Innovation in General for the FIC:**

- Patented or patentable mechanical inventions, processes, applications, chemicals, materials, pharmaceuticals, biosystems, biomechanics, instruments, sensors, methods, etc.
- Unique or beneficial use(s) of chemicals, pharmaceuticals, hardware, software, robotics, algorithms, control systems, spectroscopy, imaging, plants, cultivars, micro-organisms, sensors, methods, processes, process control, etc.
- Adaptation of a currently known device, material, hardware, or method(s) for a different unique application.
- iOS, Android, open source, or custom code application(s) serving non-retail (e.g., shopping) markets. For example, industrial control, robotics algorithms or proximity operations, complex games, algorithm-based portfolio management, privacy apps, etc.
- Software or firmware that is enabling in its focus technology segment.

**Eligibility Details:**
The FIC is for currently enrolled UW student created and managed ventures, including new ventures launched by licensing university technology. UW students are expected to have a primary role in developing the business and hold a key management position with equity ownership.

- 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 student for two teams.
- Final approval of eligibility is reserved for the judging committee.
- Teams must have at least one currently enrolled UW student having principal involvement in the venture, but other team members can come from UW faculty/staff ranks or outside the university.

**Entry fees:** The FIC has no entry fee.

**General Guidelines for Submitting a Concept**

All initial submissions to the Fisher Innovation Challenge (FIC) shall be received online using the standard application found at: uwyo.edu/wtbc. No other supporting documentation outside of the requirements stated is required, nor shall it be considered in the initial judging of submitted concepts.

In all cases, WTBC recommends at least a preliminary meeting with a WTBC staff member prior to the application deadline. Overall, counsel from WTBC or outside advisors is strongly encouraged throughout the process of the FIC.

**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 FIC competition, will require a 30-minute oral interview by the FIC judging panel between the 24th and 27th of April, 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.

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.