



## GENERAL OVERVIEW

The Fisher Innovation Challenge is a new competition sponsored by the Wyoming Technology Business Center (WTBC) in partnership with the College of Engineering and Applied Sciences (CEAS) and supported through the generous financial gift of Mr. Donne Fisher. The Fisher Innovation Challenge is designed to encourage and stimulate Wyoming students to propose entrepreneurial and technology-based businesses that they are interested in developing. Qualifiers in the competition have 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 up to 5 Qualifying Finalists who will all be eligible to apply to a \$125,000 seed fund.

All students from University of Wyoming at the undergraduate and graduate levels are welcome to enter the competition with their technology idea. Post-doctoral employees at UW are also welcome to enter the competition. Teams must have at least one UW student or post-doc 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, Fisher Innovation Challenge 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 Fisher Innovation Challenge is being administered through the Wyoming Technology Business Center, a business development program and business incubator located on the UW campus, with additional locations in Casper and Sheridan. The WTBC is part of the University of Wyoming's 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 Fisher Innovation Challenge Finalists will be required to participate in advising and coaching sessions to prepare for the final *Qualifying Pitch Day* event.

The Fisher Innovation Challenge 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.

### **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 Fisher Innovation Challenge 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 Fisher Innovation Challenge 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: [uwo.edu/wtbc](http://uwo.edu/wtbc). No other supporting documentation outside of the requirements stated is required.

**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 24<sup>th</sup> and 27<sup>th</sup> of April, 2018. 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;

2. A brief description, picture, flow chart, or drawing defining your Product concept and its unique features and benefits;
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. A brief description of existing competition and/or solution options (e.g., competing products and features).