



TIMELINE DEFINED

- To enter, one individual from the team should complete the online application found at www.uwo.edu/wtbc no later than **April 13, 2018**.
- Up to 15 Fisher Innovation Challenge Semi-Finalists will be chosen from the aggregate group of submissions based on the quality, innovation level, market, product, or segment disruption, potential market size and/or growth of the submission content and announced **April 20, 2018**.
- Each Semi-Finalist will be interviewed by a panel of judges scheduled from April 24-27, 2018. A 5-slide presentation summarizing your online application is required. Panel interviews will be schedule for 30 minutes per Semi-Finalist team.
- The Fisher Innovation Challenge judging committee will select 5-7 Finalist teams based on quality, innovation, impact (financial, societal, etc.), time to market, and other factors, in aggregate. All Fisher Innovation Challenge Finalists will be announced April 27, 2018.
- Finalists will be assigned to a WTBC business advisor and coach for the remainder of the competition. Finalists are required to participate in on-going advising services in preparation for the *Qualifying Pitch Day* event.
- The *Qualifying Pitch Day* event is on November 15, 2018. All Finalist teams will present their business concept in a 20 minute maximum presentation. Immediately following, the judging committee will conduct a Q&A session for a maximum of 10 minutes. At the conclusion of all FIC Finalist *Qualifying Pitch Day* presentations, a judging committee will determine Qualifying Finalists.
- Each Qualifying Finalist team will receive a \$2,500 cash award
- Each Qualifying Finalist team is eligible to apply to the \$125,000 seed fund within one year of the *Qualifying Pitch Day* event. The seed fund was established to assist inventions or technology the opportunity to develop and progress to the next stage of business development. All seed fund proposals will be reviewed by a judging committee that will determine the amount of funding.