January 25th - April 14th
Open Registration
Feel Free to Contact WTBC for Assistance

1st Round of Judging - Semi-Finalists Selected
April 21st
Up to 10-15 Semi-Finalists Announced

2nd Round of Judging - Finalists Selected
April 24th-27th
Semi-Finalist Interviews

April 28th
Finalists Announced

May - November
WTBC Business Counseling
Helping you develop the business stronger & faster.

3rd Round of Judging - Qualifiers Selected
November 9th
Qualifying Pitch Day
Open to the Public!

"Having the business counseling is the difference between two guys in a garage and having 40 employees."  
-- Nate Storey, Founder  
Bright Agrotech

“I had an idea, but I never had a reason to pursue it.  
The Fisher Innovation Challenge gave me the reason, the guidance, and the means.”  
-- Dakota Roberson,  
Founder  
Aktzin Systems  
2016 Qualifier

Application and information available at uwyo.edu/ztbc  
or reach Jon Benson  
at jbenson@uwyo.edu
To enter, one individual from the team should complete the online application found at www.uwyo.edu/wtbc no later than April 14, 2017.

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 21, 2017.

Each Semi-Finalist will be interviewed by a panel of judges scheduled from April 24-27, 2017. 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 28, 2017.

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 9, 2017. 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 payable to their company.

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.