



The Sweetwater County Innovation Launchpad (SCIL) will be launched on April 4, 2022. Applications will be accepted April 4 through May 20. *Pitch Day* will be in September 13, 2022. SCIL is supported through the University of Wyoming's IMPACT 307, Western Wyoming Community College, Rock Springs Chamber of Commerce, and numerous local community partners. The Launchpad seeks to catalyze innovative and scalable Wyoming startup 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 is also open to early stage businesses which will propel significant growth in Wyoming's economic ecosystem. The competition will identify Winning Finalists who receive a portion of a seed fund. The seed fund size is currently being determined. The target size for the seed fund is between \$25K and \$60K.

All Finalists will be advised and coached through the full process of building a viable business concept regardless of team makeup or background. As part of the process, Startup Challenge competitors will work directly with IMPACT 307 on their business concept and have the opportunity to meet and network with successful entrepreneurs.

The Sweetwater County Innovation Launchpad is being administered through IMPACT Sweetwater. IMPACT Sweetwater is a collaboration between IMPACT 307, the state-chartered business development program, and Western Wyoming Community College. Western Wyoming Community College and the Rock Springs Chamber are raising seed funds from multiple local community partners. IMPACT 307 is a member of the Business Resource Network and reports to the University of Wyoming Office of Research and Economic Development. IMPACT 307 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 Sweetwater County Innovation Launchpad Finalists will be required to participate in advising and coaching sessions to prepare for the final *Pitch Day* event.

The Launchpad is for new, independent businesses in the seed, start-up, or early growth stages. Businesses which will generate significant growth to the local economic ecosystem are also encouraged to apply. Generally excluded from consideration are the following: real estate syndications, franchises, food trucks, brick and mortar retail, and spin-outs from existing corporations.

Eligibility Details:

- Applicants must either be from seed, start-up, or early stage companies.
- Submissions may be entered by individuals or teams (up to 10 members)
- Each team may enter only one idea.
- A single individual cannot be the sole qualifying participant for two teams.
- Final approval of eligibility is reserved for the judging committee.
- The competition is only open for residents of Sweetwater County in Wyoming.
- Applicants are expected to participate in coaching meetings during the competition period and during the seed fund disbursement period.



- Seed funds will be disbursed to the winning participants against milestones guided by the *Pitch Day* judges, but ultimately determined by IMPACT 307 and the winning Finalists.
- All seed funds not requested within 12 months or not disbursed against milestones within 24 months of the *Pitch Day* event will be forfeited by the Finalists to be used for program local to Sweetwater County.
- All companies receiving mentoring will be expected to participate in brief year end surveys for reporting for grant(s) which support the program.

Entry fees: The Sweetwater County Innovation Launchpad has no entry fee.

General Guidelines for Submitting a Concept

All initial submissions to the Sweetwater County Innovation Launchpad shall be received online using the Startup Tree link found at: <https://impact307.org/sweetwater-challenge/>.

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: All submission deadlines are final. Late applications cannot be accepted.

Questions: Anyone with questions about SCIL or IMPACT 307 is encouraged to contact Monica Patten, Assistant Director – IMPACT 307. Being a SCIL applicant is not required for free mentorship from IMPACT 307. Monica can be reached at 307-466-3963 or at sweetwater@uwyo.edu.

For More Information About IMPACT 307

<https://impact307.org/>

Facebook: IMPACT307WY

LinkedIn: IMPACT307

Instagram: IMPACT.307

Twitter: @IMPACT307



2022 Sweetwater County Innovation Launchpad Timeline

April 4th, 2022 – Public announcement, Application Period Opens

May 20th – Applications Due

<https://uwyo.startuptree.co/>

May 27th – Semi-finalists identified

June 3rd – Semi-Finalist Pitches

June 7th – Finalists Announced

June 21st – BootCamp for Finalists

June 7th to September – Business Counseling

September 13 - SCIL *Pitch Day* in Rock Springs

Optional Upcoming Events*

***Separate registration is required for each event. Register on**

<https://impact307.org/events/>

April 14th, 7:30pm – Entrepreneur Panel and SCIL Q&A

Entrepreneur Panel includes Simply, Frog Creek Partners, and InsurXcel

April 20th, 12pm – Lunch and Learn: Career Pivoting into Entrepreneurship

April 21th, 4pm – START 307

April 29th, 12pm – In Person Entrepreneurial Resources Panel and SCIL Q&A,
Lunch Provided

May 5th, 7:30pm – Entrepreneur Panel and SCIL Q&A

Entrepreneur Panel includes Simply, Frog Creek Partners, and InsurXcel

May 18th, 12pm – Lunch and Learn: Innovation - Building a Wide Moat