



The Sweetwater County Start-Up Challenge will be launched on August 21, 2023. Applications will be accepted August 21 through September 25. *Pitch Night* is tentatively planned for December 4, 2023. The Sweetwater County Start-Up Challenge is supported through the University of Wyoming's IMACT 307, Western Wyoming Community College, Rock Springs Chamber of Commerce, Rock Springs Main Street URA, and numerous local community partners. The Start-Up Challenge 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.

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, Sweetwater County Start-Up Challenge competitors will work directly with IMACT 307 on their business concept and have the opportunity to meet and network with successful entrepreneurs.

The Sweetwater County Start-Up Challenge is being administered through IMACT 307 and Western Wyoming Community College. The Rock Springs Chamber and Rock Springs Main Street URA are raising seed funds from multiple local community partners. IMACT 307 is a member of the Business Resource Network and reports to the University of Wyoming Office of Research and Economic Development. IMACT 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 Start-Up Challenge Finalists will be required to participate in advising and coaching sessions to prepare for the final *Pitch Night* event.

The Sweetwater County Start-Up Challenge is for new, independent businesses in the seed, start-up, or early growth stages. Companies pivoting or expanding into completely new revenue streams will be considered on a case by case basis. 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)
- While teams or individuals may submit applications for more than one idea, they may only become Semifinalist(s) with one idea. If multiple ideas qualify for later stages of the competition, the founder(s) will be asked their preference. If you receive error messages from the Start-Up Tree platform in submitting more than one idea, reach out to Monica Patten at monica.patten@uwyo.edu.
- Final approval of eligibility is reserved for the judging committee.
- The competition is only open for residents of Sweetwater County in Wyoming.



- Start-up companies will be expected to have their primary location established in Sweetwater County.
- Applicants are expected to participate in coaching meetings during the competition period and during the seed fund disbursement period.
- Finalists who have not completed quality competition materials by the Lock Date will be asked to step down from the competition. Extra help outside of normal business hours will be given to companies which need additional assistance in preparing during the final week(s) before the Lock Date, but it is the ultimate responsibility of the team to ensure they are prepared.
- Seed funds will be disbursed to the winning participants against milestones guided by the *Pitch Night* judges, but ultimately determined by IMPACT 307 and the winning Finalists.
- All seed funds not requested within 6 months or not disbursed against milestones within 6 months of the *Pitch Night* event will be forfeited by the Finalists to be used for economic activity in the County as deemed appropriate by the sponsors and entities who raised/held the money.
- 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 Start-Up Challenge has no entry fee.

General Guidelines for Submitting a Concept

All initial submissions to the Sweetwater County Start-Up Challenge 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 the Sweetwater County Start-Up Challenge or IMPACT 307 is encouraged to contact Monica Patten, Assistant Director – IMPACT 307. Being a Sweetwater County Start-Up Challenge applicant is not required for free mentorship from IMPACT 307. Monica can be reached at 307-466-3963 or at monica.patten@uwyo.edu.

For More Information About IMPACT 307

<https://impact307.org/>

Facebook: IMPACT307WY

LinkedIn: IMPACT307

Instagram: IMPACT.307

Twitter: @IMPACT307



2023 Sweetwater County Start-Up Challenge Timeline

August 21st 2023 – Public announcement, Application Period Opens

September 25 – Applications Due

Start-Up Tree link embedded at: <https://impact307.org/sweetwater-challenge/>

September 27 - Semifinalists (or Finalists) Announced

October 16 - Semifinal Pitches (if necessary)

November 16 - Formal Run Through and Lock Date for Finalist Competition
Materials

December 4 - Pitch Night

Optional Upcoming Events*

***Separate registration is required for each event. Register on**
<https://impact307.org/events/>

Thursday August 24, 6pm, WWCC Rock Springs- Sweetwater County Start-Up
Challenge Winner's Panel and Q&A

Thursday August 31, 12pm, virtual – Innovation and Start-Up Challenge Q&A

Wednesday, September 6, 12pm, virtual - Career Pivots into Entrepreneurship
and Start-Up Challenge Q&A

Thursday September 14, 5pm, WWCC Green River - Enrich WY Business Bootcamp

September 18, 12pm, virtual – Broke Academic to Billions Commercialized and
Start-Up Challenge Q&A