



The Goshen County Start-Up Challenge will launch on August 1, 2023, and is supported through the University of Wyoming's IMPACT 307, Goshen County Economic Development, and Eastern Wyoming College. The Challenge seeks to catalyze innovative 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 will identify Winning Finalists who will be eligible to apply to the 2023 Capital Seed Fund, which is targeted to be \$50,000.

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 & local staff in building their business concept and have the opportunity to meet and network with successful entrepreneurs.

The Goshen County Start-Up Challenge is being administered through IMPACT 307, the state chartered business development program and business. 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 Finalists will be required to participate in advising and coaching sessions to prepare for the final Pitch Day event.

The Challenge is for new, independent businesses in the seed, start-up, or early growth stages. Generally excluded from consideration are the following: real estate syndications, franchises, brick and mortar retail, and spin-outs from existing corporations.

Eligibility Details:

- 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 participant for two teams.
- Final approval of eligibility is reserved for the judging committee.
- Residents of Goshen County in Wyoming only please.

Entry fees: The Goshen County Start-Up Challenge has no entry fee.



General Guidelines for Submitting a Concept

All initial submissions to the Goshen County Start-Up Challenge shall be received online using the standard application found on uwyo.startup.tree.co. 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. If you have questions, please reach out to Brian Young, Assistant Director, IMPACT 307:

byoung13@uwyo.edu | impact307.org | 720.365.6694

2023 TIMELINE

August 1 – Applications Open

September 20 – Applications Due uwyo.startuptree.co

September-November – Business Counseling

November 9, 2023 – Pitch Day in Torrington