



## **General Guidelines & Overview**

The Carbon County Start-Up Challenge will launch on February 5, 2024, and is supported through the University of Wyoming's IMPACT 307, the Business Innovation Hub of Carbon County, Wyoming SBDC, and numerous local community partners. The Challenge seeks to catalyze innovative Wyoming startup businesses and provide the opportunity to apply for seed money to take the business past the concept stage and into real-world first iteration builds and initial sales. The competition will identify winning finalists who will be eligible to apply to the 2024 Capital Seed Fund.

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

The Carbon 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, but not limited to software, electronic hardware, capital equipment, industrial chemicals and processes, finance, banking, accounting, management, 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, and brick and mortar retail.

### **ELIGIBILITY DETAILS:**

- Applicants must be for seed, start-up, or early stage companies with a gross revenue size of less than \$300,000 annually.
- Submissions may be entered by individuals or teams (up to 10 members)
- Each team may enter multiple ideas/projects
  - A team member shall only have ONE idea/project in the Finals of the competition

- A single individual cannot be the sole qualifying participant for two teams.
- Final approval of eligibility is reserved for the judging committee.
- Residents of Carbon County in Wyoming only please.

**ENTRY FEE:**

- **THE CARBON COUNTY STARTUP CHALLENGE HAS NO ENTRY FEE**

**GENERAL GUIDELINES FOR SUBMITTING AN IDEA/CONCEPT:**

- All initial submissions to the Carbon County Startup Challenge shall be received online using the standard application found at [2024 Carbon County Startup Challenge | University of Wyoming \(startuptree.co\)](https://2024.carboncountystartupchallenge.com). 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.

## EVENTS TIMELINE

