



GENERAL OVERVIEW

All entrants of the Fisher Innovation Launchpad are **STRONGLY** encouraged to reach out to the staff of the IMPACT Laramie as soon as possible. This may be done by emailing laramie@uwyo.edu, calling 307-766-6395, or by arranging a meeting in a face-to-face interaction with an IMPACT Laramie staff member.

The Fisher Innovation Launchpad is a platform for University of Wyoming students to launch companies sponsored by IMPACT 307 and supported through the generous financial gift of Mr. Donne Fisher. The Fisher Innovation Launchpad is designed to encourage and stimulate Wyoming students to propose entrepreneurial and technology-based businesses that they are interested in developing. Winners in the Launchpad have 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 Launchpad will identify Winners who will all be eligible to apply to a seed fund. While no limit is set for how much money a single winning team can receive, historically awards have been between \$4,000 and \$40,000.

All students from University of Wyoming at the undergraduate and graduate levels are welcome to enter the Launchpad with their technology idea. Post-doctoral employees at UW are also welcome to enter the Launchpad. Teams must have at least one UW student or post-doc having principal involvement in the venture, but other team members can come from UW faculty/staff ranks or outside the university. As part of the process, Fisher Innovation Launchpad competitors will work directly with WTBC staff in building their business concept and also have the opportunity to meet and network with successful technology entrepreneurs.

The Fisher Innovation Launchpad is being administered through the IMPACT 307, a business development program and business incubator located on the UW campus, with additional locations in Casper and Sheridan. IMPACT 307 is part of the University of Wyoming's 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 Fisher Innovation Launchpad Finalists will be required to participate in advising and coaching sessions to prepare for the final *Pitch Day* event.

The Fisher Innovation Launchpad is for new, independent businesses in the seed, start-up, or early growth stages that are focused on technology and/or innovation. Generally excluded are the following: buy-outs, expansions of existing companies, real estate syndications, franchises, online retail, brick and mortar retail, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations.

Definition of Technology and Innovation in General for the File
Innovation is the process of developing new products, processes, applications, chemicals, materials, pharmaceuticals, biosystems, biomechanics, instruments, sensors, methods, etc.

- Unique or beneficial use(s) of chemicals, pharmaceuticals, hardware, software, robotics, algorithms, control systems, spectroscopy, imaging, plants, cultivars, micro-organisms, sensors, methods, processes, process control, etc.
- Adaptation of a currently known device, material, hardware, or method(s) for a different unique application.
- iOS, Android, open source, or custom code application(s) serving non-retail (e.g., shopping) markets. For example, industrial control, robotics algorithms or proximity operations, complex games, algorithm-based portfolio management, privacy apps, etc.
- Software or firmware that is enabling in its focus technology segment.

Eligibility Details:

The Fisher Innovation Launchpad is for currently enrolled UW student created and managed ventures, including new ventures launched by licensing university technology. UW students are expected to have a primary role in developing the business and hold a key management position with equity ownership.

- 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 student for two teams.
- Final approval of eligibility is reserved for the judging committee.
- Teams must have at least one currently enrolled UW student having principal involvement in the venture, but other team members can come from UW faculty/staff ranks or outside the university.

Entry fees: The Fisher Innovation Launchpad has no entry fee.

General Guidelines for Submitting a Concept

All initial submissions to the Fisher Innovation Launchpad (FIL) shall be received online using the standard application found at: impact307.org. No other supporting documentation outside of the requirements stated is required.

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

Required for Semi-Finalists ONLY:

5-Slide Description

Being selected as a Semi-Finalist, and to continue being considered for the FIL Launchpad, will require a 20-30 minute oral interview by the FIL judging panel between the 30th of April and the 1st of May, 2020. As a supporting document for this discussion/interview, Semi-Finalists will be required to provide a 5-slide summary of their concept business to the judging panel as background/context for that team. All text should be the minimum to make appropriate points and have a font size larger than 16pt in Arial, Calibri, or other simple font design. Although a specific slide content format is not mandated, it would be most useful to the judging panel if your 5-slide deck included the following:

1. A brief Problem Statement, and your proposed Solution;

2. A brief description, picture, flow chart, or drawing defining your Product concept and its unique features and benefits;
3. A description of your target customer (who is your customer?), a description of the overall market, and an estimate of both overall and target market size in dollars.
4. A brief description of existing competition and/or solution options (e.g., competing products and features).