



The SE Wyoming Innovation Launchpad will be launched in the Fall of 2019 and supported through the University of Wyoming's IMACT 307, Laramie County Community College, Forward Greater Cheyenne, and numerous local community partners. The Launchpad 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 receive \$5,000 and will all be eligible to apply to a \$50,000 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 WTBC & local staff in building their business concept and have the opportunity to meet and network with successful entrepreneurs.

The SE Wyoming Innovation Launchpad is being administered through IMPACT 307, the state-chartered business development program and business incubator located on the UW campus. IMPACT is a member of the Business Resource Network and reports to the University of Wyoming Office of Research and Economic Development. IMPACT 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 SE Wyoming 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. 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 Laramie and Albany Counties in Wyoming only please

**Entry fees:** The SE Wyoming Innovation Launchpad has no entry fee.

**General Guidelines for Submitting a Concept**

All initial submissions to the SE Wyoming Innovation Launchpad shall be received online using the standard application found at: [impact307.org](http://impact307.org). 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.



# **2021 Timeline**

September 14<sup>th</sup>, 2020 – Public announcement

November 2<sup>nd</sup> – Applications Due  
Impact307.org

November 4<sup>th</sup> – Semi-finalists identified

November 5-9<sup>th</sup> – Semi-Finalist Pitches

November 12<sup>th</sup> – Finalists Announced

November 12<sup>th</sup> – January 2021 – Business Counseling

Late January 2021 SEWYIL Pitch Day in Cheyenne

Early February 2021 SEWYIL Pitch Day in Laramie

**IG: @sewyil**

**Facebook.com/sewyil**