

# INTRODUCING...

# WHITEWATER WindUp

Business Plan Competition



The Community Development Authority (CDA) for the City of Whitewater is excited to announce a unique business competition in partnership with the University of Wisconsin Whitewater (UWW) Enactus, a student-led organization that harnesses business strategies for social good.

## SCHEDULE OF EVENTS

1	<b>Workshop #1</b> Your Business/Store Concept Prof. Choton Basu 4:30PM-6:30PM		March 07
	<b>Workshop #2</b> How to Market Your Business/Store John DeGraff 4:30PM-6:30PM		March 14
	<b>Workshop #3</b> The Financials of Your Business/Store Kevin Kaufman 4:30PM-6:30PM		March 21
	<b>Workshop #4</b> Perparing Your Pitch Submission UWW Enactus Team 4:30PM-6:30PM		April 04
2	<b>Submit</b> All video submissions are due		April 20
3	<b>Judge</b> Community votes via app Judges review video submissions on April 29th		April 22
4	<b>Result</b> Winners are announced All finalists are interviewed at the finale		May 18

## PAST SUCCESS

Whitewater alum Quint Studer, author of "Vibrant Community" has been the architect for similar competitions all around the country. Block 42 in Janesville and the flourishing community in Pensicola, Florida continue to thrive thanks to their efforts in events like Whitewater WindUp.

## FUTURE IMPACT

Whitewater WindUp aims to create a buzz in the community, and give a voice to those who want to support the local business that they want to see. Creating new business opportunities in Whitewater would have significant impact on jobs, taxes, and overall economic development in the area.