



WindUp Business Plan Competition - Eligibility Criteria

Welcome to the Whitewater WindUp (WWUP) Business Plan Competition in the vibrant city of Whitewater! To ensure a fair and competitive environment, participants must meet the following eligibility criteria:

1. Age Requirement:

- All participants must be at least 18 years of age.

2. Entry Fee:

- A refundable entry fee of \$50 is required for each submission. Entry fees will be refunded after successful participation in and completion of WindUp workshops.

3. Product or Service Development:

- Participants must have a business idea, product, or service that is either live or in beta form. This requirement ensures that participants have progressed beyond the conceptual stage and have a tangible offering.

4. Participation in WindUp Workshops:

- All participants are required to complete all WindUp Workshops. We understand that circumstances may vary, and virtual workshop options will be made available to accommodate different schedules. These workshops are designed to equip competitors with valuable insights, knowledge, and skills to enhance the development of your business plan.

5. Non-Exhaustive List of Eligible Reimbursements:

- Rent or Down payment Support: is available to reimburse initial down payment or rent payments for up to the first year, helping alleviate one of the primary costs for new businesses.
- Equipment Acquisition: We will offer reimbursement grants and low-interest loans to assist with the purchase of essential equipment.
- Building Renovation: Financial assistance may be provided for necessary building renovations to prepare your business space. This support can come through grants, low-interest loans, or partnerships with local construction and design firms.
- Workspace Solutions: Competition winners or qualified participants are guaranteed a period of free or subsidized access to co-working spaces at the University Whitewater Innovation Center, offering a flexible office solution and fostering a community of entrepreneurs.

6. Business Location:

- To support and promote local entrepreneurship and foster economic growth within our community participants must be willing to locate their business in the City limits of Whitewater, Wisconsin.

7. Local Economic Impact:

- Priority may be given to businesses that demonstrate a positive impact on the local economy, such as job creation, supplier relationships with local businesses, and contributions to the overall economic development of Whitewater.
- Further consideration may be given to businesses that locate in tax increment financing districts, redevelops blighted property, or otherwise is considered an economic driver for the community.

8. Diversity, Inclusivity, and Community Representation:

- To foster a truly inclusive and representative entrepreneurial ecosystem, WWUP encourages diversity in participation by welcoming businesses owned by individuals from underrepresented groups and we are committed to emphasizing the importance of creating an inclusive entrepreneurial ecosystem.
- Preference may be given to businesses that reflect and serve the diverse demographics of Whitewater, including women-owned, veteran-owned, minority-owned, and other business that serve our vibrant communities.

9. Accessibility, Sustainability, and Environmental Considerations:

- Whitewater WindUp encourages businesses that align with accessibility, sustainable practices, or have a positive environmental impact. This could involve ADA compliant upgrades, energy-efficient processes, waste reduction strategies, or environmentally friendly products or services.

10. Innovation and Engagement:

- Whitewater WindUp supports the importance of innovation and distinctiveness in the product or service. Participants with groundbreaking ideas or solutions that set them apart from competitors may be given special consideration.
- WWUP encourage participants to demonstrate a commitment to community engagement. This could involve partnerships with local organizations, outreach programs, or initiatives that contribute to the social well-being of Whitewater.

11. Financial Viability:

- Participants should provide evidence of financial viability, indicating that their business has the potential for sustainable growth. This may include current financial statements, revenue projections, or a solid business model.

12. Ethical and Legal Compliance:

- WWUP will ensure that participants adhere to ethical business practices and comply with all relevant laws and regulations. This criterion is essential to maintain the integrity of the competition and the reputation of the participants.

13. Scalability and Growth Potential:

- WWUP may give preference to businesses with a clear scalability plan and the potential for significant growth. This could include a well-defined market strategy, expansion plans, and scalability beyond the local market.

14. Technology Readiness:

- For tech-oriented businesses, WWUP will consider technology readiness level. This could involve assessing the technological maturity of their product or service and its potential for successful implementation.

15. Marketing and Branding:

- WWUP will assess the effectiveness of the participant's marketing and branding strategy. This could include evaluating the clarity of their value proposition, target audience identification, and overall market positioning.

16. Completion of Workshops:

- All workshops will be held in person at the University Whitewater Innovation Center. Workshops will be held in person and virtually. For those who can not attend at that time, the workshops will be recorded for competitors to watch later. Please note that proof of the viewing of every workshop must be required before entry on April 20th.

17. Winner

- The Winner of Whitewater WindUp will be required to meet with a business coach monthly to review the monthly finances of the businesses. Therefore, if a competitors win this competition you must give Whitewater WindUp access to your monthly financials.

Application Process:

- To apply, please submit the completed application form along with the required entry fee. Ensure that you meet all eligibility criteria outlined above.

Important Dates:

- Entry Deadline: April 20th
- WindUp Workshops Schedule:
 - March 7th
 - March 14th
 - March 21st
 - April 4th
- Competition Finale: May 18

We encourage you to review the detailed guidelines and frequently asked questions on our website to ensure a smooth application process. If you have any queries or require clarification, feel free to contact our WindUp team at bmiller@whitewater-wi.gov or 262-473-0149

Thank you for your interest in the WindUp Business Plan Competition. We look forward to celebrating innovation and entrepreneurship with you in Whitewater!



Whitewater WindUp Application

Name of Contestant(s):

Name of Business:

Personal Address:

Business Address (if Applicable):

Email Address:

Phone Number:

"I _____ agree to the following:

- To complete all workshops prior to April 20, 2024;
- If I win, to share an accurate and complete monthly financial report of my business with the City of Whitewater;
- Further, if I win, to meet with a business coach to review those financials on a monthly basis for 12 months after winning the Whitewater WindUP

Signed, _____ Dated _____

