

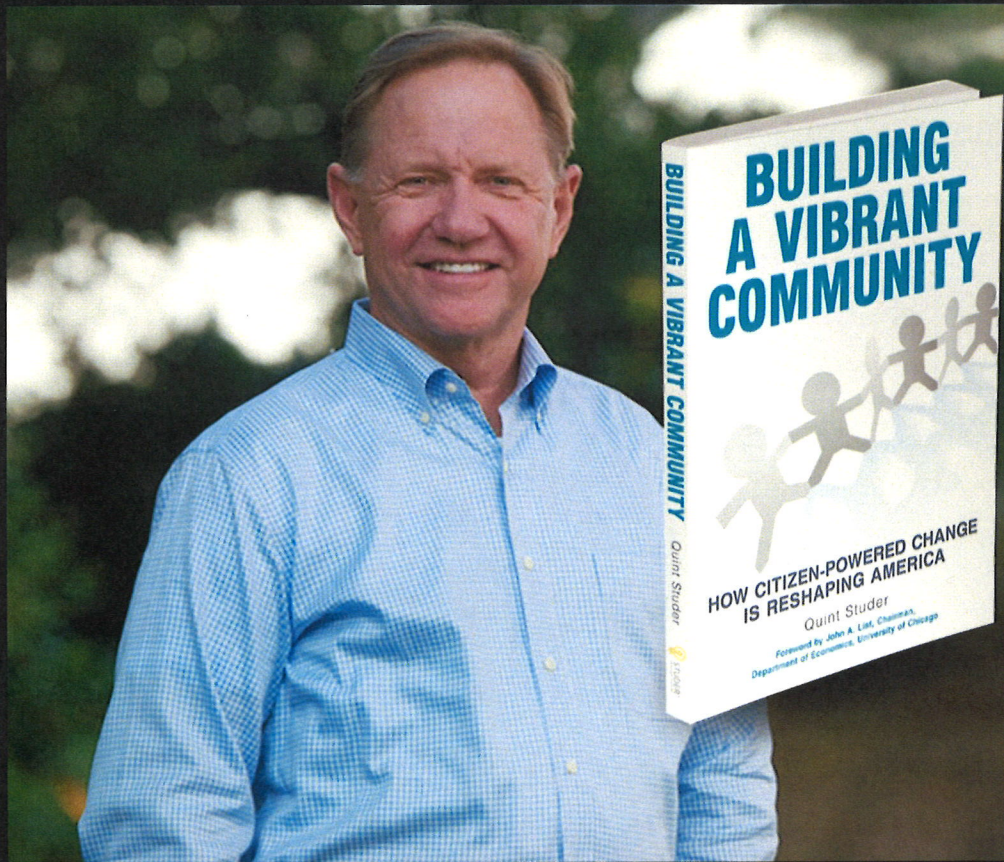
Whitewater CITY PITCH COMPETITION



WHY THIS IS
THE FUTURE
OF
COMMUNITIES



SMALL TOWNS REVIVAL
HOW DO YOU BUILD A
VIBRANT COMMUNITY?

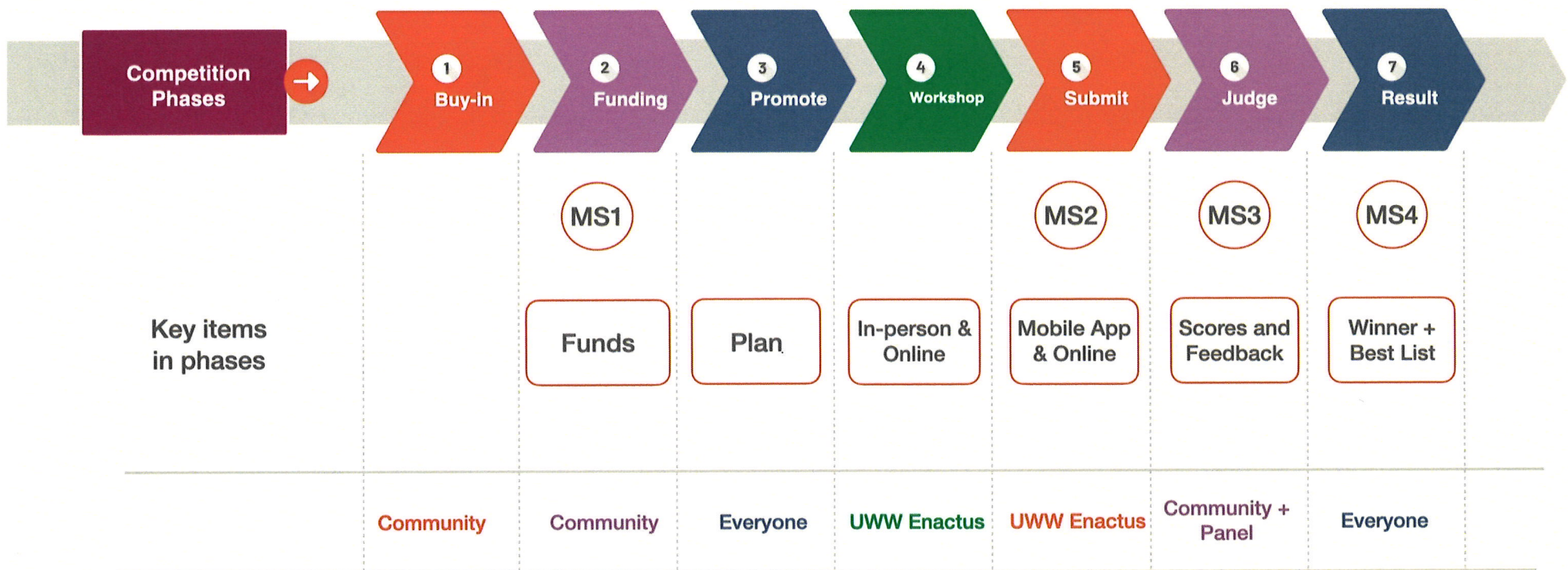


Vibrant Communities Don't Just Happen. *They're Built.*

THIS BOOK IS YOUR BLUEPRINT.

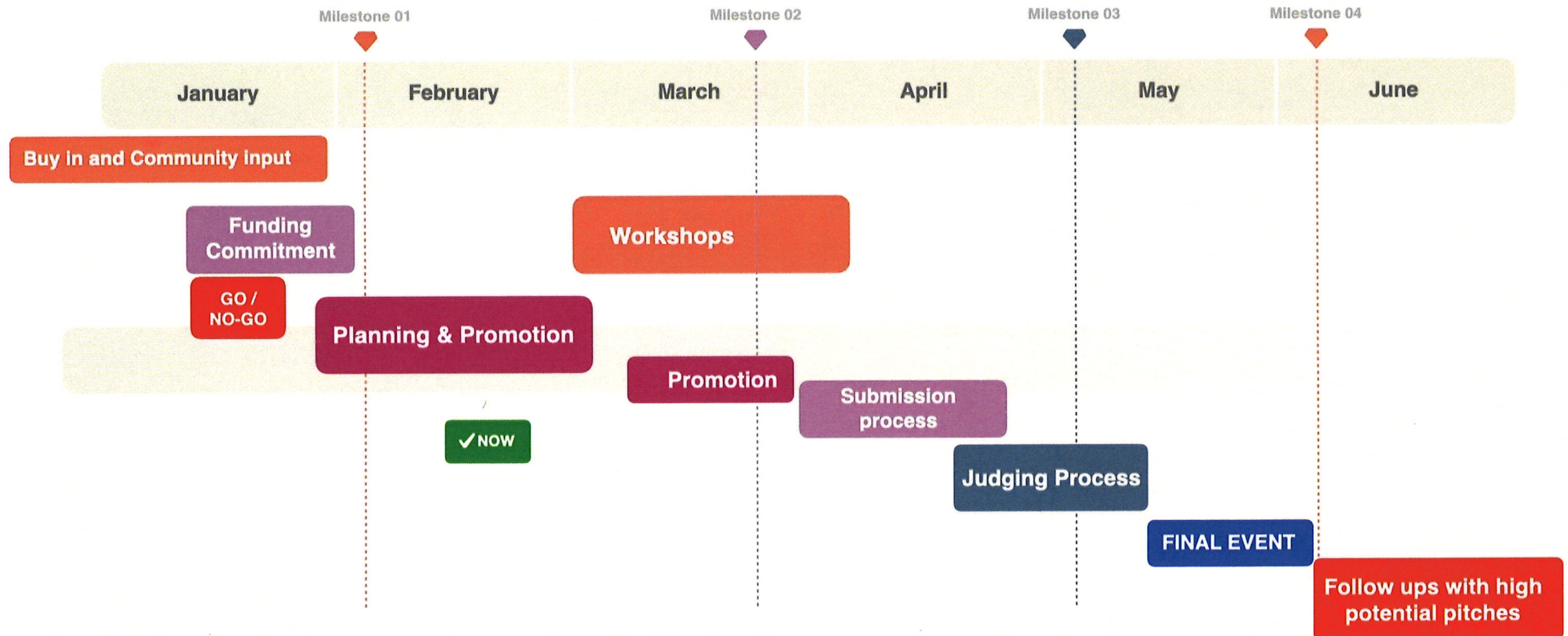
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Whitewater WindUp City Pitch Competition Timeline



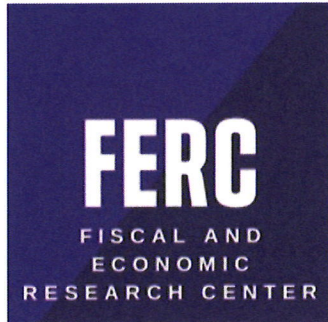
MS = Milestone

Whitewater WindUp City Pitch Competition - Steps / Phases



People and Teams

- Russ Kashian (Lead)
- Choton Basu
- Arnish Gupta



- Taylor Zeinert
- Bonnie Miller



enactus
University of Wisconsin-Whitewater



- UWW Enactus (Lead)
- Choton Basu (Advisor)
- Agile Project Management Teams (ITSCM 385)



- Kevin Kaufman
- Ron Chisolm



People and Key Activities

- Collect data and insights about competition
- Write and present an economic impact study of the Whitewater WindUp competition



- Funding
- Locations
- Eligibility
- Rules
- Final Decision



- **UWW Enactus (Lead)**
 - Overall Project Management
 - Promotion
 - Support – Workshops, Participants, City Coordinator
 - Coordinate judging, scoring, tabulation
- **Choton Basu (Advisor)** – Overall responsibility plus first business workshop
- **Agile Project Management Teams (ITSCM 385)**
 - Provide concierge service to participants
 - Directly work with participants to improve pitches, create video pitches, cash flow statements, pitch deck

- Run Financial Workshop
- Judge competition
- Support and advise participants that do not win
- Help launch businesses among participants who did not win



Whitewater WindUp Project Update from UWW Enactus Team

Date: Feb 12, 2024

- UWW Enactus has core team ready to promote and support Whitewater WindUp
- Five teams of ITSCM 385 Agile Project Management teams have signed up to provide concierge support/services to all participants in the WindUp competition. This will ensure some uniformity and high-quality entries. Currently these teams are creating project plans to execute on their responsibilities once the competition starts.
- The community voting mobile app is currently being built. Three options for mobile apps are being built
 - Option #1 is built and already exists but cannot be customized (this is out last choice)
 - Option #2 is being built by UWW Enactus team members
 - Option #3 is being built by a mobile app professional
 - Note: We can also build and deploy a responsive web app that runs on the mobile device in 1 week (this is our backup plan)\
 - Internal testing will start on February 26 (Monday). Community and teams will test it throughout March, till March 21).
 - The mobile app will be used for the competition the second week of April.
- Workshops: Speakers and venue are all confirmed
 - Workshop #1: Your Business/Store Concept – Prof. Choton Basu (March 7, 2024, Thursday)
 - Workshop #2: How to Market Your Business/Store – John DeGraff (March 14, 2024, Thursday)
 - Workshop #3: The Financials of Your Business/Store – Kevin Kaufman (March 21, 2024, Thursday)
 - Workshop #4: Preparing your Pitch Submission – UWW Enactus Team (April 4, 2024. Thursday)
- Quick win: 18 people have already signed up for our pre-registration with intentions to submit a pitch for the competition