

startup:Wyoming Allocation Plan and Supplemental Procedures

The startup:Wyoming subaccount was created by Senate File 0118. Funds within this account may be expended to provide funding for startup:Wyoming programs, including fostering connectivity in the entrepreneurial ecosystem, providing entrepreneurs with services, developing incubators, and administering Kickstart Grants and SBIR matching grants. \$5 million was allocated to this subaccount in the 2018 budget session. This document outlines the allocation from that subaccount for fiscal year 2018, and provides detail about Kickstart:Wyoming and Small Business Innovation Research (SBIR) Phase I and II matching program procedures and grant amounts. Please refer to Wyoming Business Council rules on these programs for more information.

startup:Wyoming Allocation Plan FY2019

Innovation Centers (incubators) Hubs for the services and infrastructure that help entrepreneurs succeed in Wyoming	\$250,000
Building an Entrepreneurial Ecosystem Including a website, events, services, mentorship	\$750,000
Kickstart:Wyoming Grants \$5,000-\$50,000 Grants for early-stage high-growth entrepreneurs	\$1,000,000
SBIR Phase I and II Matching Grants Matching funds for federal SBIR and STTR grant recipients	\$1,000,000
Total Allocation	\$3,000,000

Procedures

For the Kickstart:Wyoming Program and SBIR Phase I and II Matching Program

This is a supplement to rules adopted for these programs by the Wyoming Business Council. Please refer to Wyoming Business Council rules for additional requirements and procedures.

Eligibility

In addition to meeting the requirements described in Wyoming Business Council Rules, the following guidelines may be used to determine whether an applicant qualifies as a “High-growth-potential company.”

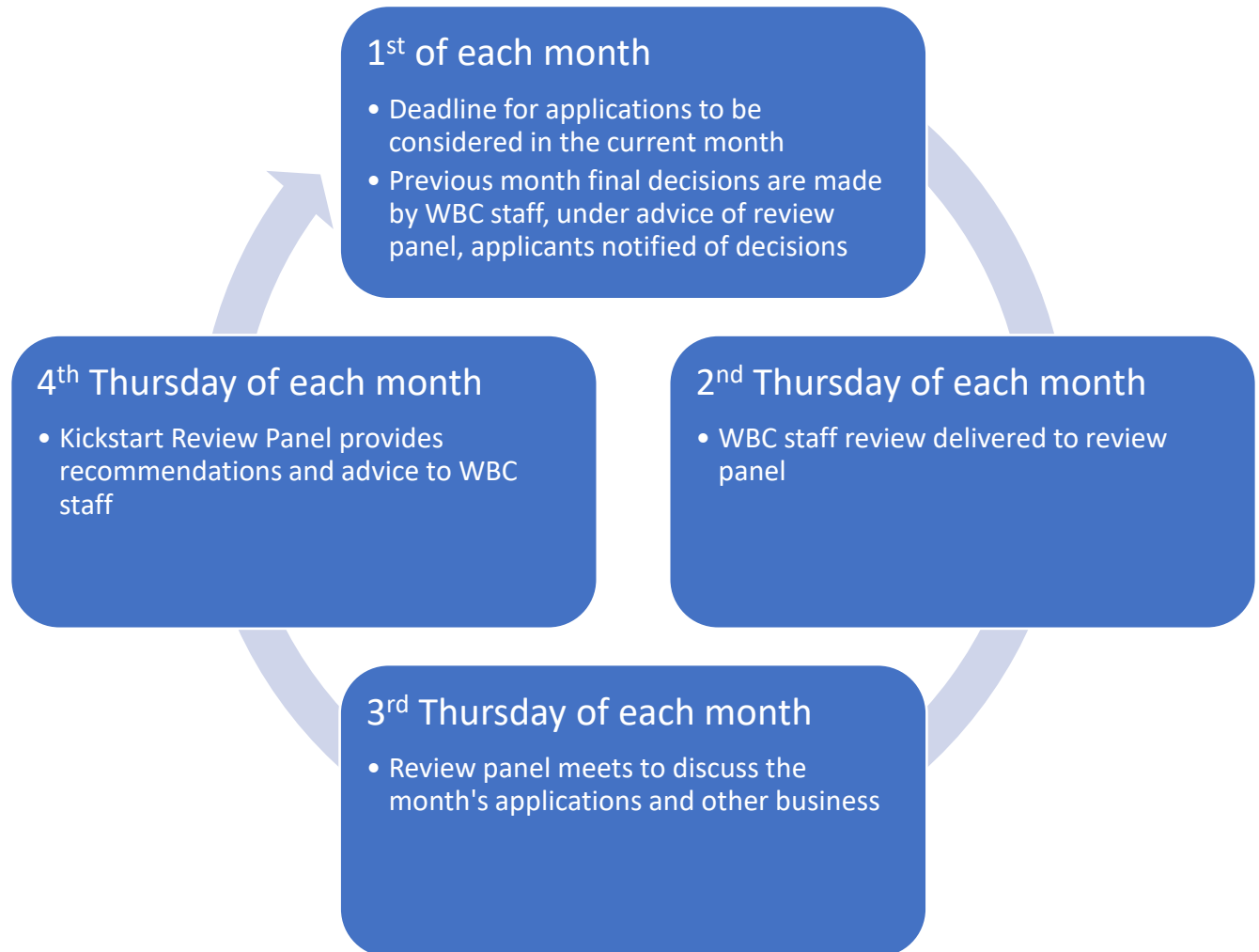
- An applicant is generally considered to be a “High-growth-potential company” if it has a
 - Globally unique, differentiated product or service
 - Clear, compelling value proposition
 - Scalable product and business model
 - Large target addressable market
 - Knowledgeable, coachable founding team
 - Exit potential

High-growth-potential companies are generally focused primarily on top-line revenue and future growth, rather than profitability and long-term stability.

An example of a high-growth potential company is Firehole Composites. Its intellectual property was the only of its kind in the world when it was developed, and it served to create efficiency and innovation in industry, presenting a clear, compelling value proposition. Once that IP was in place, the technology and business model scaled to large markets. The knowledgeable and coachable management team grew their business in Wyoming and made a successful exit when it was acquired by Autodesk.

Alternatively, an example of a small business or lifestyle business is the fictional Emily's Auto Repair Shop. This shop supports its owner, her family, her employees and their families. It's an institution in the town and provides an attractive amenity to people in the area. While it is the best auto repair shop in town, it is not significantly differentiated in global markets. To scale to new markets or locations, the business model would need to be replicated or changed, with additional replicated capital. The addressable market is limited to the town and passersby. Emily is more interested in the profitability and long-term stability of the shop, rather than growth potential and exit potential.

Grant Cycle



Applications

Applications for the SBIR Matching Program and Kickstart:Wyoming Program are available online at _____.

Entities Involved in Grant Review

- **WBC Staff**
The staff of the Wyoming Business Council, including the Entrepreneurial Services Coordinator, Regional Directors, and their colleagues and supervisors, are responsible for initial review of applications and final approval of funding decisions.
- **Review panel**
To make the most effective and informed funding decisions, Kickstart:Wyoming and SBIR applications may be reviewed by entrepreneurial experts from across Wyoming, including those

on the WBC board, representatives from the ENDOW executive council, and others as necessary or useful. This group of experts is referred to as the “review panel” in this document. The membership of this body may change through time. They will follow the Wyoming Ethics and Disclosure Act.

Individual Award Amounts

Kickstart:Wyoming

Award amounts between \$5,000.00 and \$50,000.00 will be determined based on budget and funding requests included in the application. An amount that differs from the request may be awarded.

SBIR Matching

- Phase I Matches
 - \$100,000 for first-time SBIR Phase I awardees
 - \$70,000 for repeating SBIR Phase I awardees
- Phase II Matches
 - \$200,000

Disbursement of Funds

Kickstart:Wyoming

All awarded funds will be disbursed immediately upon:

- Execution of a contract that allows the WBC to do so and
- State vendor approval by the State Auditor’s Office

SBIR Matching

Awarded funds will be disbursed in stages:

- For SBIR Phase I awards:
 - Stage 1- 75% of the total match award will be paid upon proof of Phase 1 award
 - Stage 2- 25% of the total match award will be paid upon submission and acceptance of the Phase 1 report by the Federal Agency described in the federal application
- For SBIR Phase 2 awards:
 - Stage 1- 50% of the total match award will be paid upon proof of Phase 2 award
 - Stage 2- 25% of the total match award will be paid one year from the Stage 1 payment, upon documentation of satisfactory progress towards the Phase 2 goals, as submitted in application for Phase II match
 - Stage 3- 25% of the total match award will be paid upon submission and acceptance of the Phase 2 report by the Federal Agency described in the federal application

[Staff is currently working with State partners to improve efficiencies in contracts and vendor processes. When those are final, procedures will be edited.]

Contracts

Once an application is submitted, WBC staff notifies AG of upcoming contract, providing them with full contract, except for funding amounts within one week of receiving application. Upon final funding decisions, complete contract is submitted to AG, with expected turnaround in <2 weeks.

State Vendor

A state vendor approval request is required along with each application. To help ensure accuracy and expediency, _____.