



## Stage 1 IDEADVANCE GRANT APPLICATION GUIDELINES

Deadline: April 27, 2018 at 5PM CST

*Note: The application guidelines have been updated for this application cycle.*

### Items referred to in this document needed to complete your application:

- [Grant Application via Foundant tool](#)
- [Ideadvance Proposal](#)

### Highlighted Sections of the Stage 1 Application Guidelines

[Type of Award](#)

[Program Description-Overview](#)

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### Questions?

For questions about the application process or general questions about the Ideadvance program, please reach out to the Ideadvance New Idea Concierge & Program Manager at [uwideadvance@uwex.edu](mailto:uwideadvance@uwex.edu) or by phone at 608.263.3315. Competitive applicants should have preliminary meetings with the New Idea Concierge. It is ideal to touch base at least 1 month before the application deadline.

### Type of award

Successful applicants will be offered access to seed funds via the Ideadvance grant and will participate in the Lean Startup program beginning in June and continuing through the end of September in the same award year. [Please see the linked, abridged syllabus for dates.](#) Grants are awarded directly to the team or company and are based on the successful completion of commercialization milestones as defined in **Figure 1 below and detailed in the Lean Startup curriculum.**

### I. Program Description-Overview

The Ideadvance Seed fund is designed to create new companies from ideas and technologies discovered through training and research at the University of Wisconsin System. Ideadvance grants are also designed to provide start-up “gap” funding between UW-System research grants (i.e. the Applied Research Grant (ARG), the Joint UW System-WiSys Applied Research-WITAG program and the Prototype Development Fund (PDF)) and 3<sup>rd</sup> party equity investments.

The Ideadvance Seed Fund encourages **Wisconsin** faculty, staff, students, and alumni across all disciplines to apply their expertise and scholarship to the economic development of Wisconsin by exploring the commercialization potential of their ideas. Commercialization activities improve the connection between knowledge and practice while promoting positive change in the state’s economy. Potential benefits of these activities include creating new businesses, fostering business expansion, creating jobs, retaining UW System school graduates in the state, and improving the quality of Wisconsin’s products and services.

Ideadvance Stage 1 grants are intended to support *specific steps or milestones* that will reduce **business risk** in technologies and ideas and ultimately move early-stage products and services into the marketplace. Ideadvance grants will not fund basic or pure research; rather grants support business model development activities. Supported activities can include:

1. Primary customer research to assess:
  - Customer needs and pain points
  - Competitive advantage
  - Market size
  - Minimum product features that address customer needs
  - Partner/investor interest
2. Support to attend conferences & travel for customer research as described above
3. IP enhancement, initial “freedom to practice” analysis, regulatory approval planning
4. Prototype development and testing
5. Strategic revenue model and cost structure assessment
6. Feasibility studies for production scale-up
7. Strategic distribution channel assessment
8. Assessment of financial, virtual, physical and human resources required
9. Business model development

To ensure your commercialization milestones and proposed use of funds comply with the Ideadvance Stage 1 mission, contact the Ideadvance New Idea Concierge & Program Manager before submitting your proposal. Competitive applicants will have spoken with the New Idea Concierge before submitting a proposal.

## II. Program Description-Lean Startup

The Ideadvance Seed Fund utilizes Lean Startup methodologies as a framework for assessing commercialization activities. Trends in entrepreneurship recognize that innovators need to do more than library research to assess the market. To understand how to position your product/service and to be sure you have the most important features, experts recommend you speak early and often with potential customers and channel partners. Ideadvance will support you to deploy this process. To get an overview of this process in Ideadvance, please review [this 20 minutes Lean Startup Introduction](#).

This approach to product commercialization is being used by a variety of institutions including the University of Michigan, Northwestern University and by the National Science Foundation in their NSF Innovation Corps (I-Corps) program. To learn more about Lean Startup methodologies, review the following video:

[https://www.youtube.com/watch?feature=player\\_embedded&v=JjDRNGGsiEk](https://www.youtube.com/watch?feature=player_embedded&v=JjDRNGGsiEk)

Additionally, you may review the following books that detail the Lean Startup method.

1. Ries, Eric (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Publishing.
2. Blank and Dorf (2012). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K&S Ranch.

**All Ideadvance Stage 1 teams will report their Lean Startup learning through a structured program including in-person, individual and web meetings as [described in the attached syllabus](#).** These sessions are intended to move you quickly through the Stage 1 milestones and to help you identify critical business questions related to your idea and goals. Here

you can access an overview of the syllabus and critical dates for this award: [June 2018 Ideadvance Stage 1 Syllabus Overview](#).

### III. Award Information

The Ideadvance Seed Fund offers two funding opportunities: Stage 1 and Stage 2.

**Stage 1** – funds **up to** \$25,000 and focuses on helping you reduce the risk in your idea by determining what features will solve a real customer need

**Stage 2** – funds **up to** \$50,000 and focuses on advancing your idea through milestones that achieve customer acquisition and follow-on funding. **Stage 2 applicants must also provide 1:1 funding match of which 50% or greater must be cash match.**

[Applicants are expected to justify their funding request.](#) **Proposals may not exceed the maximum Stage 1 or Stage 2 allotment, but requests may be made for less than the full amount.** Funds are used to advance commercialization activities associated with Ideadvance Stage 1 and Stage 2 goals. Eligible expenses can include, but are not limited to the following:

- Market research reports helping you to strategize assumptions to test
- Market research
- Travel expenses especially for conferences and customer discovery calls
- Business filing fees
- Business Services
- Development /Project Management Tools
- Legal/Accounting expenses
- Training and education
- Subscriptions to data services
- Office/lab Rent
- Web/Hosting services
- Software Developer Service Fee
- Analytic Tools
- Prototype or minimum viable product (MVP) development
- Salary only to execute on customer discovery activities. Contact the New Idea Concierge to learn more!

Ineligible expenses include:

- Basic research support
- Fringe benefits

Work with the Ideadvance New Idea Concierge to determine how Ideadvance funding can be used to address your commercialization needs.

### IV. Stage 1 Commercialization Milestones

At minimum, Stage 1 funding supports the following commercialization activities. Note that Stage 1 awardees are strongly encouraged to continually advance their work on all elements of their business model in collaboration with the Lean Startup Consultant and their business mentor.

Minimum Stage 1 Commercialization Activities:

1. Market research and commercial assessment to confirm:
  - Customer needs and pain points

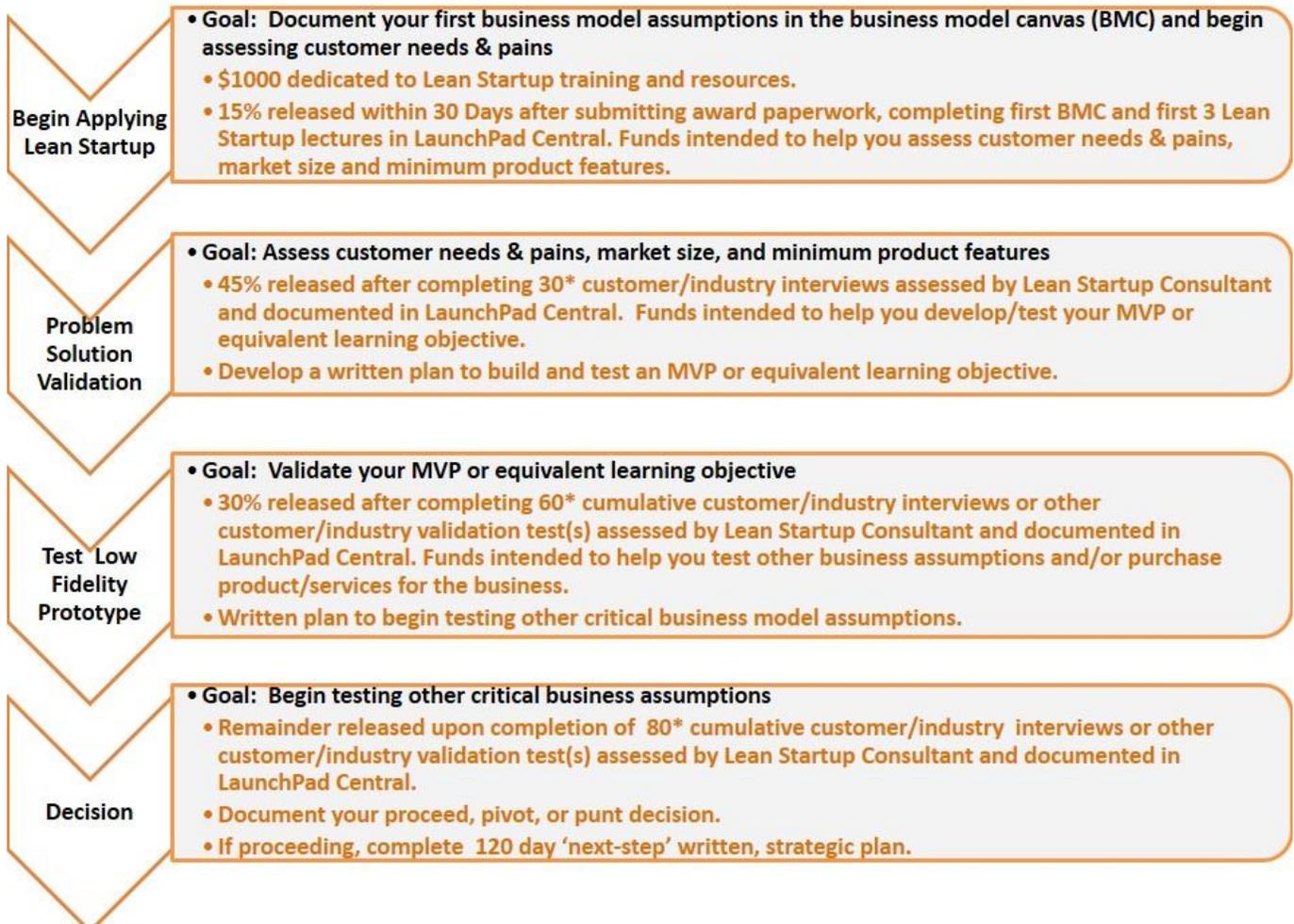
- Competitive advantage
  - Market size
  - Minimum product features that address customer needs
2. Prototype development and testing
  3. Strategic revenue model assessment
  4. Strategic distribution channel assessment

While awardees have **6 months from date of award** to complete Stage 1 commercialization milestones, best practices indicate momentum is critical for successful entrepreneurs. Ideadvance suggests diligent entrepreneurs can complete their Stage 1 milestones in 3 months or less. The Ideadvance program should be notified immediately if the awardee is unable to meet the required Stage 1 deliverables.

## V. Stage 1 Funding Milestones

Ideadvance awards are not distributed in one lump sum, but incrementally based on qualitative and quantitative achievement of defined deliverables (See Figure 1 for Stage 1 example disbursement guidelines). As you complete learning deliverables, you earn money to apply towards additional learning and/or other business needs. Not all awardees will receive the full approved proposal award as some ideas may not identify a scalable market or business model. Deliverables are evaluated and approved by the Ideadvance review team with consideration from your business mentor and the team itself. Review the following documents that detail requirements for an [approved written summary to advance through milestones](#).

Note that \$1000 is automatically applied towards Lean Startup resources including software tools like Innovation Within.



**Figure 1.** Minimum Stage 1 Deliverables and Funding Milestones. This example illustrates Ideadvance disbursement milestone goals and associated deliverables (orange). Asterik (\*) indicates a representative customer interview milestone. Lean Startup best practices suggest entrepreneurs should interview between 60-100+ customers to validate business model assumptions. The Lean Startup Consultant, in collaboration with the team and business mentor, will determine the appropriate number of customer interviews.

## VI. Eligibility

Grants are available for UW System affiliated staff, faculty and students from across all disciplines to support clear milestones aimed at reducing business risk. **Eligibility includes UW alum from eligible campuses. This includes all UW System campuses (2- and 4- year) except UW-Madison.** Applicants and young companies with licensed technology from the WiSys Technology Foundation or the UW-Milwaukee Research Foundation are also eligible. Those affiliated with UW-Madison are not eligible to be primary applicants, but may contribute to projects with eligible applicants from other UW campuses.

Additionally, Ideadvance funding can only be awarded to companies that are Pre-Series A investment. For this grant, companies who have received less than \$500,000 in investment funding may still be eligible. The Investment Committee will make final eligibility determinations based on the mission of the Ideadvance program.

Note that businesses that are funded through Ideadvance grants are required to maintain “eligible business” status for five (5) years after receiving the award. An eligible business means a start-up, early stage, and innovative business that is located in or will locate in Wisconsin and that meets the requirements of the investment strategy as defined by this Grant Application and the award grant agreement. Simply having your business incorporated in Wisconsin may not be sufficient to prove “In Wisconsin” status. Other criteria considered include: 1) more than 51% of your employees in Wisconsin; 2) partnerships in Wisconsin; and 3) level of business activity in Wisconsin. To be sure you stay in compliance with this criteria, speak early and often with the Ideadvance program manager.

**Note that funds may not be used to advance businesses that are real estate, direct consumer retail or hospitality businesses, including restaurants.**

## VII. Application and Submission Information

The Ideadvance Seed Fund will maintain confidentiality of the full details of your application proposal and supporting documents. However, as the program is financially supported by both the State and UW System, we may need to release your name/business name and a short description of your business idea for reporting and promotional purposes.

### HOW TO PREPARE YOUR APPLICATION

**Application process description:** By the deadline, applicants are expected to 1) [Complete the official application with information that demonstrates eligibility](#); 2) attach a PDF of your full proposal as defined in [section 2 below](#). The proposal document must include the following sections:

1. An Executive Summary that includes a summary of key learning objectives for the Ideadvance award.
2. Qualifications of Team and Advisors
3. Proposed Business Model
4. Planned Use of Funds.

**Limited appendices are allowed to offer additional clarification for the committee. Please see below.**

#### ***1. [Register and Complete Application via Grant Application Website](#)***

The grant application includes details on your team, eligibility documentation, and is the space to upload your proposal document. The application is intended to make applicants aware of the Ideadvance Terms and Conditions and provide basic information for the Ideadvance Committee.

To complete the Grant Application:

- [Log into the Foundant System](#) with your email address and a password you create. Please make note of your password as you will use this if you are awarded a grant.
- The following sections are required for your application:
  - Company Information

- Intellectual Property Status
- Details on the Principle Applicant. This is at least one member of the founding team who meets the eligibility requirements for this grant. This person is required to demonstrate eligibility by uploading a transcript or providing proof of current affiliation with an eligible UW System campus, Wisys or the UWMRF.
- Key Team Members and their affiliations.
- [The full proposal \(see section 2 below\).](#)
- Terms & Conditions

## 2. Proposal Format

The main body of the proposal should contain **no more than 5 pages, be single spaced, use a 12-point font, and have at least 0.5-inch margins.** The 5-page limit does not include Planned Use of Funds description or any Appendices (e.g. letters of support or collaboration). Note appendices are not required. All pages should be numbered. Your submission should be organized as follows:

### 2a. Executive Summary (approximately 1 Page)

Briefly describe the product or service, the significance of the solution based on your understanding of the market needs, and the competitive advantage of the idea. Describe the problem the idea addresses and the benefit(s) that will be created. Describe how your proposed idea or solution is superior to existing products or solutions (e.g. competition). Briefly highlight the strength of your team and how you are uniquely positioned to execute on the Ideadvance Stage 1 plan. Technology descriptions must be brief and concise, and the summary should be comprehensible to a lay reader. Arrange this section as follows:

- **Proposed Title and Working Company Name:** State the title of the proposal and current working company name.
- **Introduction:** Brief background of the technology/product/or service (one or two sentences). Consider this a high level pitch promoting your idea to those not familiar with your technology, discipline or industry.
- **Market Attractiveness:** Describe the current problem your product/service addresses. Describe how the product/service is superior to existing solutions. Include the basic concept of how the product/service would be commercialized, who the customers are, and what is the market size.
- **Project Impact:** Identify current commercial risks associated with your idea. Indicate how the Stage 1 Ideadvance grant will help address these risks. You can include metrics and goals to be achieved by successful completion of the project.
- **Specific Aims/Milestones:** Propose distinct learning milestones (key commercialization unknowns in your business model) that you want to address through the Stage 1 process. Identify critical questions to ask and resources needed to address these milestones. Milestones should, at minimum, address commercialization milestones identified in Section IV. Descriptions of your plan to identify and interview customers would be helpful to the Investment Committee, but can be detailed in the Proposed Business Model section.

### 2b. Qualification of Team and Advisors

- **Principal Applicant & Key Team Members and Partners:** Provide a brief summary of the Principal Applicant and Key Team Members' experience and skills that will directly relate to their role on this project. How do these skills uniquely position your team to execute on the idea? If you need additional skills, what is your plan for bringing them onboard? Note that the Investment Committee prefers to invest in teams. Solo ventures may be considered, but may be at a disadvantage.
- **Contributors:** List current UW and Non-UW System advisors or list advisors you would like to identify. Highlight their background and how their expertise will advance commercialization activities.

- **Succinctly address your team’s plan for managing time to completing Stage 1 deliverables.** Is there a single person (or several people) designated to complete Lean Startup training and customer/industry interviews? How do you envision utilizing time towards completing Ideadvance goals?

## **2c. Proposed Business Model**

Provide details on your proposed business model assumptions. Each section below may have several assumptions/questions you want to explore. Describe your current understanding and highlight facts/details that support your business model assumption. Articulate your plan for Ideadvance funding, including specific product/services needed and commercialization milestones/questions to be addressed. Each section should be described in 250 words or less:

- **Customer Segments:** Who is this being sold to? What steps have been taken to discover the appropriate customers (e.g. customer/industry interviews or product/service pilot programs with potential customers)? Estimate the size of your total available market (TAM) and served available market (SAM).
- **Value Proposition:** Why would customers buy this product/service? Illustrate how the significance of the need and benefits to potential customers.
- **Competitive Advantage:** What is your ‘unfair’ competitive advantage? Who are the competitors? What alternative solutions exist (ideally discuss both market solutions and ad-hoc solutions)? What unique characteristics do you offer that gives you an advantage? Is your product/service patentable?
- **Distribution Channels:** How will this be sold? What channels are needed to get your product/service to customers?
- **Key Partners:** What partnerships are essential for building the product? What partnerships are essential for acquiring customers?
- **Key Resources:** What are the key resources you need to buy/acquire for your business? Do you need to form partnerships in order to gain access to key resources?
- **Revenue Model:** How will you get paid? Multiple models can be proposed. Suggest methods for testing multiple models.
- **Cost Model:** You may propose questions you need to address to better understand this thoroughly. You should estimate the cost of your product, variable and fixed expenses.
- **Investors:** Do you have current Investors? Describe investor(s) and amount funded. What grant sources do you currently have (or have had) to fund commercialization of this project? Please describe. What grant or investment sources are you considering for the future? Please be as specific as possible in terms of source and amount.

## **2d. Planned Use of Funds**

All Ideadvance teams can leverage up to \$25,000. However, not all teams need the full amount. The Investment Committee will now evaluate the proposed needs described and associated plans for funding. It will be important that you carefully evaluate your business needs throughout Stage 1 and provide justification for your funding request.

Provide an informal budget justification highlighting goods and services to be purchased and associated costs. Relate proposed expenditures to the milestones identified in 2a and 2c. This document is not intended to be a formal financial statement. Instead, applicants can provide a narrative or bulleted list of proposed expenditures. **Note that all teams use \$1000 of their award towards Lean Startup.** Please build in this cost.

## ***3. Appendix (not required)***

Provide a maximum of 1-3 pages of supporting data or references cited in the proposal. Applicants can include letters of support from potential customers, screenshots of software applications or other documents that validate the product and/or interest from potential customers. The appendix will not count towards the 5-page limit.

### **VIII. How to Submit your Application**

All application materials are to be uploaded into the [Foundant Grants Tool](#) no later than **5PM CST on April 27, 2018**. Applications submitted after this time will not be accepted.

Please reach out to the Program Manager ([uwideadvance@uwex.edu](mailto:uwideadvance@uwex.edu)) if you do not receive confirmation that your application was submitted successfully.

### **IX. Application Review**

Applications are reviewed in May 2018 with awards announcement in late May 2018. Grant period begins June 2018. Each proposal will be reviewed by the Investment Committee comprised of representatives from a UW System campus, WiSys Technology Foundation, UW-Extension, WEDC, and an entrepreneur affiliated with an eligible UW Campus.

For details on judging criteria, [visit this link](#). Overall, proposals will be judged on the following:

- Alignment of idea to Ideadvance Stage 1 mission and eligibility requirements
- Quality of market opportunity **and** competitive advantage
- Ability of team to move idea forward
- Quality of solution
- Impact of milestones to advance efforts to reduce business risk and advance commercialization activities
- Impact of proposed use of Ideadvance funds to advance commercialization milestones
- Overall likelihood this idea offers a significant and competitive solution to customers

**Expected number of awards: The Investment committee expects to make 6+ Stage 1 awards with total award amounts not to exceed \$150,000.**

### **X. Points of Contact**

If you have questions about the program, contact Idella Yamben at [uwideadvance@uwex.edu](mailto:uwideadvance@uwex.edu) or by phone at 608.263.3315.

### **XI. Example Ideadvance Stage 1 Grant Agreement.**

Stage 1 Awardees will be asked to review and sign the following grant agreement, which also includes a Lean Startup Training and Compliance form. Note this *sample* agreement reflects dates from the last cohort.



## Ideadvance Stage 1 Grant Agreement

Dear [Awardee],

This letter agreement sets forth the terms of your Ideadvance Stage 1 Grant and must be executed by you and returned to the Ideadvance Program Manager, Idella Yamben, no later than **June 5, 2017**. Your team/company is awarded a grant of **25,000**, which does include the \$1000 towards Lean Startup training and associated tools. **Stage 1 grant activities begin on June 5, 2017 and are expected to be completed no later than December 29, 2017.**

**Project Performance & Payment/Financial Management:** As part of your Grant Award, you agree to perform the Project as described in the Grant Application and in Appendix A of this letter. Disbursements will be made by check and mailed directly to the company as designated by the information included in the grant tracking tool, [Foundant](#). Please upload deliverables in Foundant no later than **June 5, 2017 for the first 15% disbursement. Foundant will be the tracking tool to upload deliverables for review and payment.**

1. **Terms.** The Recipient will:
  - a. Maintain “Eligible Business” status for five (5) years after receiving the award. An eligible business means a start-up, early stage, and innovative business that is located in or will locate in Wisconsin and that meets the requirements of the investment strategy as defined in the Grant Application and in Appendix A of this letter. WEDC and UW System reserve the right to determine ‘eligibility.’
  - b. From the date of acceptance, agree to perform the Project by **December 29, 2017**. Failure to adhere to the timeline may result in your Grant Award being terminated, in which event UWEX will provide written notice of termination. If you intend to terminate the Project, you must notify the Ideadvance Program Manager in writing, at least thirty (30) days prior to termination of the Grant Award.
  - c. Provide Ideadvance with information regarding their business’s employment, salaries and wages, and capital leverage on a periodic basis in accordance with the reporting dates and requirements found on page 5 of this letter.
2. **Lean Startup Training and Compliance.** Awardees should read and sign the Lean Startup Training and Compliance Form (Page 3). Begin accessing Lean Startup training through Innovation Within no later than **June 5, 2017**. Your first business model canvas should be completed via Innovation Within no later than **June 5, 2017** in order to expedite your first funding disbursement.
3. **Reports.** Ideadvance is required to collect information related to your business progress. This information will be reported to the Wisconsin Economic Development Corporation (WEDC) and to UW System to comply with Ideadvance Funding requirements. To be in compliance, Ideadvance awardees are required to complete the *Capital Catalyst-Investment Reporting* form found on Page 5 of this award letter. For up to five (5) years post **June 2017**, awardees will use the *Capital Catalyst-Investment Reporting* form to provide information regarding their business’s employment, salaries and wages, and capital leverage per the reporting dates and requirements stated on Page 4 of this grant agreement. **Initial forms are due no later than June 5, 2017.**
4. **Confidentiality.** UWEX understands that you may disclose to us proprietary information. UWEX agrees to keep in full confidence and not reveal to any other person or organization any information proprietary to you (or your Company, if applicable) pursuant to this Grant Award. Any proprietary information revealed to UWEX shall be marked “confidential” at the time of disclosure to UWEX. UWEX will not disclose such information to any other party except:
  - a. to the extent necessary to comply with law or the valid order of a court of competent jurisdiction, in which event the party making such disclosures shall seek confidential treatment of such information;
  - b. as part of its normal reporting or review procedure, as applicable, to its auditors and its attorneys, provided, however, that the auditors or attorneys agree to be bound by the provisions of this Section;
  - c. as part of its permitted distribution of the Program; or

- d. to enforce its rights pursuant to this Agreement.
5. **Publication.** You will allow UWEX and the WI Economic Development Corporation (WEDC) the irrevocable right without any fee to reproduce, publish or otherwise use any and all information presented in the *Capital Catalyst-Investment Report*. Additionally, any of the awardee's publications, including newsletters, websites, and news releases, shall state the awardee is supported and financed by Ideadvance and WEDC.
  6. **Use of Logo.** During this grant period, you agree to display the Ideadvance Seed Fund logo on any materials used to promote the company/team funded by this Grant Award and any materials developed using this Grant Award. This includes but is not limited to websites, customer surveys, and promotional flyers. Acceptable logo versions must be obtained from the Ideadvance Program Manager.
  7. **Funding Acknowledgement.** All materials produced under this Grant Award shall acknowledge the support of the Ideadvance Seed Fund and bear the citation "Produced under a grant from the UW-Extension Ideadvance Seed Fund through its partnership with the WI Economic Development Corporation and the University of Wisconsin System."
  8. **Liability.** Each party to this Agreement shall be responsible for any and all actions, suits, damages, liability or other proceedings brought against it as a result of the alleged negligence, misconduct, error or omission of itself and/or any of its officers, agents or employees. Neither party is obligated to indemnify the other or to hold the other party harmless from costs or expenses incurred as a result of such claims.
  9. **Default.** If you fail to comply with or perform, in any material respect, any of your obligations under this Agreement, such failure will constitute an Event of Default. Ideadvance will send a written notice of such default to you setting forth with reasonable specificity the nature of the default. If you fail to cure such default within 30 calendar days, Ideadvance will declare you in default. Upon such declaration of default, this Agreement may be terminated and you may be required to return 100% of the total amount of funds disbursed under this Agreement. Ideadvance may extend the 30 day cure period set forth earlier in this paragraph provided that you begin to cure such matter and thereafter diligently pursue a cure.

Please confirm acceptance of the terms of this Agreement by signing below and returning one original to me by **June 5, 2017**.

Sincerely,

Ideadvance Seed Fund Program Manager



Idella Yamben

**June 5, 2017**

The terms of this Agreement are accepted and agreed to as of the date signed by the awardee.

[Awardee]

\_\_\_\_\_  
Awardee Signature

\_\_\_\_\_  
Date

## Lean Startup Training and Compliance

As a deliverable for your first funding disbursement, complete a business model canvas (BMC) via Launchpad Central. **Your initial BMC is due no later than June 5, 2017.** Also, if you are not already a client of the Small Business Development Centers (SBDC) or of the Center for Technology Commercialization (CTC), **please complete the following two electronic request for counseling** which contains a confidentiality statement no later than **June 5, 2017.**

WI SBDC: <https://centerex.wisconsinsbdc.org/reg.aspx?mode=counsel&center=52009&subloc=0>

CTC: <https://secure.wisconsinsbdc.org/erfc/erfcfrmchk.cfm?center=52030>

Also, please read the following Lean Startup Compliance statements, sign, and **return to Ideadvance via [uwideadvance@uwex.edu](mailto:uwideadvance@uwex.edu) no later than June 5, 2017.** **Lean Startup Compliance is directly tied to your grant disbursements.**

## Lean Startup Compliance

By accepting the Ideadvance Stage 1 award, I will commit to using a Lean Startup process to test and advance my business idea. To this end, I agree to:

1. Allocate \$1000 of my award to UW-Extension towards Lean Startup training and associated tools.
2. Complete the first three lectures of Udacity/LaunchPad Central Lean Startup videos prior to **June 5, 2017.** Videos should be viewed through LaunchPad Central for our records.
3. Identify a business mentor, if not already part of the team. Teams without a business mentor should use counselors in the Center for Technology Commercialization, the WI Small Business Development Center Network, or identify a business mentor of their choosing.
4. Meet weekly with assigned business mentor to prepare learning objectives for the following week. Document mentor interactions in LaunchPad Central.
5. Use Ideadvance Stage 1 to test and validate customer and market potential of my business idea NOT the technical potential.
6. Complete bi-weekly Lean Startup learning objectives via LaunchPad Central. This includes:
  1. Consistent progression through “just-in-time learning” objectives.
  2. Offering at least one (1) substantial business model comment and/or networking resource to another team in the cohort.
  3. Conduct at least 8 discovery and/or confirmation interviews by each bi-weekly session. Failure to do so will result in your team not being allowed to present for that session and may impact your Ideadvance grant disbursements.
7. Come prepared to participate in mandatory group video conference calls to update all Stage 1 awardees on the team’s recent learning and next steps including a brief presentation of my business model canvas learning. Failure to prepare (including lack of customer interviews) will result in my exclusion from that weeks’ virtual meeting. I understand this may delay and/or prevent my award disbursements.
8. Consistently document learning and progress in LaunchPad Central including meetings with business mentors as well as learning via customer interviews.

Lastly, I will subscribe to the following **Lean Startup Manifesto** to the best of my abilities.

- i. There are no facts inside your building, so get outside and talk to customers with a goal of learning and testing business hypotheses- not just executing on my own beliefs.
- ii. Address the most critical learning objectives first in order to move my idea to market quickly.
- iii. Make continuous iterations and pivots.
- iv. Design experiments and test to validate your guesses.

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Awardee Signature

Date

## Capital Catalyst Investment Reporting

Business performance data is collected at the beginning of your Ideadvance award and before the final Stage 1 disbursement. The *Investment Report* is then updated annually for four (4) additional years thereafter. You must provide updates to Ideadvance on your business status as long as your business remains active. If you decide to close the business, please notify Ideadvance immediately of this change. The Ideadvance Program will work with your team to ensure reporting compliance. Any changes to your business contact information must be reported to [uwideadvance@uwex.edu](mailto:uwideadvance@uwex.edu) immediately. **First Capital Catalyst-Investment Reporting forms are due no later than June 5, 2017.**

### Notes on Investment Reporting:

**Industry classification by 6-digit NAICS code** is provided by the business as the most appropriate and specific classification using the 2012 codes available at <http://www.census.gov/eos/www/naics>

**“Employee”** – This helps our stakeholders understand the team fully behind the effort to launch your venture. You do not need to receive a salary to be included as an employee for the purposes of this form. The employee measurement SHOULD include at least the founder. It can be the choice of the team/company to define who else is considered an employee for the purposes of this form.

**Economic Impact - Additional capital** excludes the award listed under "Ideadvance Investment Information." Debt financing includes bank loans, loans from family and friends, and revolving loan funds. Equity capital includes funds from angel investors, venture capitalists and seed funds.

**Economic Impact – Total gross sales/revenues** is not a contractually obligatory reporting requirement but is requested to demonstrate total return on investment for the WEDC Seed Accelerator program.

**Capital Catalyst-Investment Report**

**Company Information**

Date:

Company Name:

Mailing Address/City:

CEO/Owner Name:

Contact Name:

Contact Telephone:

Contact E-mail:

Company stage (select most appropriate): Startup: \_\_\_\_ Early stage/emerging growth: \_\_\_\_

Industry classification by 6-digit NAICS code:

Company Description:

**Ideadvance Investment Information**

Date of Ideadvance award: [Click here to enter text.](#)

Total Ideadvance Award: \$25,000

Type of award (**grant/loan/equity/royalty-based**): Ideadvance Grant

**Economic Impact**

Current number of Wisconsin-based full-time employees, including founder(s) people employed full-time:

Current number of Wisconsin-based part-time employees, including founder(s):

Of those employed, how many (if any) are paid internships, unpaid internships, or cooperative work experiences? Please specify number and type.

Total dollar amount of salaries and wages paid for the most recent month:

Total dollar amount of additional grant funds received in the most recent full year (excluding Ideadvance):

Total dollar amount of additional debt financing obtained in the most recent full year:

Total dollar amount of additional equity capital raised in the most recent full year:

Total dollar amount of additional royalty-based financing raised in the most recent full year:

Total dollar amount of gross sales/revenue for the most recent full year (optional):

\_\_\_\_\_  
Awardee Signature

\_\_\_\_\_  
Date