

ONE IDEA.
INFINITE
POSSIBILITIES



i.d.e.a.wf
PROCESS | FEEDBACK | PRIZES

\$70,000 CASH &
PRIZES

BENEFITS to KNOW

PROCESS • Many Americans dream of launching a business – few do. One reason is they never find the time to make it happen or know how to get started. IdeaWF creates a process with deadlines to meet as well as training and help. Many times people say it was the IdeaWF process that made it all possible for them to build momentum.

FEEDBACK • People often have only a general idea of what they want to do. What they need most is some honest, unbiased feedback about how they can turn that general idea into a real business. The Small Business Development Center provides invaluable feedback as they work with the IdeaWF entrants on their executive summaries and business plans. Then the judges enter the picture, and these five successful business leaders will tell our entrants exactly what they do and don't like about the plan.

PRIZES • For those fortunate enough to win, the prize package can give them a real boost. In addition to the cash, our winners get free professional assistance in the most critical areas: legal, accounting, marketing, human resources, and IT.

ideawf.com

IdeaWF is a program designed to assist entrepreneurs in launching or expanding their businesses based in this area. **IdeaWF** is a business plan competition where three winners receive over \$70k of cash prizes and free access to professional services such as legal, accounting, and marketing assistance. Plus, they have the guaranteed opportunity to seek additional funding from the Texoma Angels investor group. Everyone who participates will gain a better understanding of how to develop and follow a realistic business plan.

Now in its sixth year, **IdeaWF** has two contest categories. The "Startup- GO" category is for startups or small ventures that have earned only \$50,000 or less in revenue in the past 2 years (November 2012 to November 2014). The "Expansion- GROW" category is for companies with over \$50,000 but less than \$250,000 in revenue for the past 2 years. The judges select the top companies in each category and also name a third company the "Judges' Choice" winner. The two category winners receive the same prize packages, with the "Judges Choice" winner receiving a smaller prize package. In the unlikely event the judges don't see a strong winner in a category they have the option to name two category winners from the same category.

Because of all this, **IdeaWF** is a competition where everyone wins. All participants in the competition win as they hone their skills as an entrepreneur and are more prepared to succeed in their business; some participants even win cash/prizes and/or receive money from investors. The business community wins because the increased entrepreneurial activity will stimulate their existing businesses and create growth opportunities. Finally, the whole community wins because, as these new companies build a world-wide customer base, more money flows into the region, rewarding the entrepreneurs, their employees and their investors.

IdeaWF Orientations Attend an IdeaWF ORIENTATION SESSION

The session lasts about an hour and familiarizes people with the contest. More importantly, this session starts the education process by teaching attendees how to write an effective executive summary. That also hones in on what makes for an attractive start-up opportunity. The orientation sessions are held in the Dillard College of Business, Room 189 (First Floor) at the following times and dates:

- Monday, October 27 5:30 – 7:00 pm
- Thursday, October 30 7:00 -8:30 pm
- Wednesday, November 05 11:30 am – 1:00 pm
- Tuesday, November 11 7:00 - 8:30 pm

The sessions are identical – you only need to attend one.

please visit ideawf.com for rules and criteria for the competition

