Wildcat Micro Fund Idea Submission Form

Our objective is to help you develop your concept/early-stage business with grants, mentoring, and resources. Complete the application as best you can. If you encounter roadblocks completing the form please join us at an upcoming Ideation/Application workshop (make link to calendar) or leave a message (bobgruhler@weber.edu) and we will contact you via email or phone.

Your name (First/last)

The name of your concept

The status of your concept's development:

Concept or Already started

Have you generated any sales? If yes, describe sales over the past several months

Business Stage:

Ideation - Formation (process of creating team and formulating idea)

Pre-revenue - company formed, team working to create prototype product or service

Early Revenue (<$10,000)

Revenue Growth (>$10,000)

Concept: Clearly articulate your COMPELLING business idea

Do you have a prototype or intellectual property? If so, please explain.

Business Type

Product Service Tech

Market Opportunity (Pain/Gain) (> 150 words, 20%)

Describe the problem (pain) your customer is experiencing or benefit (gain) that your customer is seeking.

How significant is the problem/opportunity and how did you determined that.

Evidence your solution is a viable business opportunity (>150 words, 15%)

How does your solution satisfy the pain (problem) or gain (desire)?

How did you determine this is a real problem or need for your potential customer(s)? (Quantify)

It's helpful to ask at least 10 potential customers to indicate that there is a 'legitimate' need.

Please upload drawings, graphics or pictures of your proposed solution (product or service) if you have them.

Customers (>150 words, 15%)

Describe each essential customer group for your solution in terms of age, education, income, etc. Estimate the size and growth rate of each customer group.

How you arrived at this number. Please provide data sources.

Marketing & Sales (>150 words, 10%)

What is your game plan for making sales?

Describe and quantify the various ways you will make sales to your potential customer groups?

Business Costs (>150 words, 10%)

What Start-up and ongoing costs do you expect? (Name and amount)

Competition (>150 words, 10%)

Name and describe other businesses that are competing for your customers' attention and dollars.

Why do they have a competitive advantage?

What are their weaknesses?

What sets your product/service apart from other choices (Differentiation)?

You and Your Team (.150 words, 20%)

Describe your current team and their relevant experience

What essential skills are you missing?

**What experiences do you have that demonstrate that you can do this**

Your Specific Request (>150 words)

How much, for what, and when will you complete this activity?

Details we need for our grant, please.

Address

Email

Phone

Are you enrolled in WSU's Entrepreneurship Minor?

Are you a Weber State University Employee?

Information that will help us improve.

How did you hear about WMF

Fill in the blank or drop down

SBDC BRC Offices

Word of Mouth/Friends & Family

Social Media

Financial Institutions

Other

Have you attended a WMF workshop

Link to workshop feedback

Have you met with a Small Business Development Center counselor

Who, where, when

Have you attended, applied to present, or presented at 1 Million Cups

Where, when

Have you pitched the WMF before

Date

Outcome

Amount

Status

Demographic info from WSU HR

Which elements do we want to collect based on grant reporting?

I identify my gender

Male

Female

Prefer to self-identify (if we have a drop-down menu)

Transgender (if we do not have a drop-down list)

Non-Binary (if we do not have a drop-down menu)

Other (if we do not have a drop-down menu)

I identify my race/ethnicity

African American/Black

Asian

Pacific Islander

White

Hispanic/Latinx

Native American

Alaskan Native

Prefer not to share

Bi-racial (if drop-down menu list options)

Other (if drop-down menu, space to answer)

Age

18-24

25-29

30-34

35-39

40-44

45-59

60-64

65-69

70 and up

Income: brackets such as:

$0-9,999

$10-19,999

$20-29,999

$30-39,999

$40-49,999

$50-59,999

$60-69,999

$70-79,999

$80-89,999

$90-99,999

$100-up

Highest Level of Education Completed

Less than High School

High School Graduate

Vocational/Trade/Technical School

Some College

Bachelor's Degree

Some Graduate School

Graduate Degree

Doctoral Degree

Residence Environment

Suburb

Rural

Urban

County

Weber

Davis

Morgan

Other

Military Status

I thought over the weekend that generating a set of draft lists for you may be helpful…

Industry: Capture at mentoring stage vs. application?

* SAAS - Enterprise Software
* Mobile App
* E-commerce
* Education
* Games/Entertainment
* Retail
* Consumer Services
* Financial Services (FinTech)
* Business Products and Services (B2B)
* Food & Beverage
* Manufacturing
* Other

Business Stage:

* Ideation - Formation (process of creating team and formulating idea)
* Pre-revenue - company formed, team working to create prototype product or service
* Early Revenue (<$10,000)
* Revenue Growth (>$10,000)

How did you hear about the WMF

* SBDC BRC Offices
* Word of Mouth/Friends & Family
* Social Media
* Financial Institutions
* Other

The submitting of this application recognizes the support to be received, consisting of mentoring, networking, and potentially financial support is free of charge.  I do, however, realize a commitment to support this fund and its other participants.  This commitment comes in the form of 'paying it forward' – by providing mentoring, encouragement, and support to others.  I also recognize the need for the Wildcat Micro fund to gather information to allow improvement, raise more funds for future applications, and mentor others.  This means that I will respond positively and timely to information requested, such as my business's revenues, number of employees, other financing, and feedback on the fund's mentoring process.

We will keep your information confidential, unless your permission is provided, to share your company's name and information outside the fund.