

Wiscontrepneur Student Venture Seed Grant Application

Directions: Fill out all fields. Submit completed application and attached information to Office of Corporate Relations

Attn: **Wiscontrepneur SVSG application – (name of business)**

455 Science Drive; Suite 230

Madison, WI 53711

Direct any questions to Allen Dines, Assistant Director, Office of Corporate Relations, Phone: 608-263-2840, Fax: 608-263-2841, or send email to inquiries@ocr.wisc.edu with **Wiscontrepneur SVSG More information** in the subject line.

Date: _____ **Amount requested *:** _____

Your name: _____ **Email:** _____

* Maximum allowable grant is \$3,000

1. Company Information

Business Name:	
Please check:	<input type="checkbox"/> (A) Business currently in operation <input type="checkbox"/> (B) Proposed business not yet in operation
Short Business Description of 25-30 words (e.g. [company] will develop and sell products to university students that enable them to find friends who are in close proximity to them via web-enabled cell phones):	
Address:	
Telephone:	
E-mail:	
Web-site (if available):	
When was the business started (month/year):	
Form of the business (e.g., sole proprietorship, partnership, LLC, S-corporation, C-Corporation or nonprofit):	
State of incorporation:	
Are any UW-Madison faculty or staff involved with the	

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business? If yes, what role do they play?	
Does the company intend to commercialize WARF technology? If so, describe:	

2. Founder/Owner

Place primary contact first. If there is more than one founder/owner, fill in the below information for each co-founder/owner (to be eligible for a SVSG, the business must be majority owned by a current UW-Madison student(s) in good academic standing).

	Name	Telephone	E-mail	On Academic Probation	Current Status
1				<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate Major _____ Graduation Date _____
2				<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate Major _____ Graduation Date _____
3				<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate Major _____ Graduation Date _____
4				<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate Major _____ Graduation Date _____

3. Business Background

Product or service:	
Product description:	
Market to be served:	

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PLEASE ATTACH THE FOLLOWING INFORMATION:

The information provided in this section will be evaluated based on the quality of the information and analysis provided relative to the nature of the proposed business or non-profit venture. Proposals will **not** be evaluated relative to the potential size of the markets or potential for successfully raising investment capital. In total, all material submitted must not exceed ten 1.5-spaced pages. Focus on providing concise, compelling information that specifically addresses the points below. Avoid generalities and information not relevant to the questions being addressed. Grants will be awarded to those who demonstrate substantial commitment to and enthusiasm for their proposals and who evidence a clearly thought-out idea that is supported with relevant facts.

For guidance on preparing materials in support of your grant proposal go to the G. Steven Burrill Business Plan competition website, resources section. <http://www.bus.wisc.edu/burrill/resources/> This site offers detailed information on factors to consider in developing a business plan. While the same guidance is generally applicable to preparing the below required information, grant applicants are not expected to assemble information for SVSG applications in as much detail as those submitting a business plan in the Burrill competition.

Business description

- Description of product(s) and/or service(s)
- History (Not applicable if not yet in operation)
- Past milestones achieved (Not applicable if not yet in operation)
- Milestones you expect to attain in 6 months, 1 year and 5 years (milestones should be tangible, measurable outcomes – e.g., company will have 25 paying customers, company's product will be available for purchase on our website)
- Management team and qualifications

Financial information – show pro-forma projections for 6 months, 1 year and 5 years from receipt of grant

- Balance sheet
- Profit/loss projections
- Proposed uses of funds

Marketing Plan

- Target market – who needs or will buy your product(s)/service(s)
- How will you reach your target market
- Who are your company's competitors, what is your company's competitive advantage
- How will you get your product to purchasers (identify distribution channels you will use)

Note: as a general rule do not submit more than one half page on any one dot point listed above. Several of the above sections can be covered in substantially less than one page.

4. Personal Statement

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Cover the following points in your personal statement: 1) Why you started or want to start this venture, 2) Why you think your venture will be successful (Hint: how are you uniquely qualified to build this venture?), 3) How the funds you propose to receive will be used (be specific and show how your use of the funds will actually further the potential for your business), and 4) Why your proposal should receive a SVSG. Please include any other information you would like the reviewers to consider when reviewing the application.

Submitted by:

(Business founder/owner information)

I warrant that the above submitted information is my own work or that of me and my co-applicants and that it does not infringe patents, copyrights or other intellectual property of others.

Signature _____

Name _____

Date _____

Disclaimer: Information provided will be kept confidential.

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Student Venture Seed Grants – General Requirements

The Student Venture Seed Grant Program is intended to help students build their entrepreneurial skills by supporting the creation and early development of student-led ventures.

By providing small seed grants focused on specific student venture proposals, students will gain hands-on learning experience and be able to explore the startup entrepreneurial experience first hand. Applicants are encouraged to take full advantage of other campus entrepreneurship resources such as the Student Business Incubator, the Burrill Business Plan Competition, entrepreneurship-related student organizations and other activities (see www.wiscontrepreneur.org and www.ocr.wisc.edu/entrep for more information).

1. Applicant(s) must not be on academic probation at UW-Madison
2. Applicant(s) must categorize their venture as either:
 - (A) A business that has started operation
 - (B) A business idea, not yet in operation
3. Applicant(s)/Owner(s) must have a legal business or business idea
 - If the owner(s) have a developed business it must follow legal practices, including, but not limited to acquiring revenue in a legal manner (e.g., selling products or services)
 - If a student does not have a developed business, but a proposed business idea, it must follow legal practices, including, but not limited to, acquiring revenue in a legal manner (e.g., selling products or services)
4. Applicant(s) must complete the application, including the required attachment of business or non-profit background information and the Personal Statement
5. Applicants that are selected as finalists for SVSG awards must give a ten minute presentation of their proposal to the SVSG advisory committee.
6. Applicants who receive SVSG awards must acknowledge that all awards are subject to satisfactory performance of grant obligations which include submission of a full report after 6 months of receipt of the award, detailing progress of the venture and including a full accounting of use of funds. Success of the venture is not a requirement of fulfillment of the grant, however all awardees must show due diligence in pursuit of the venture proposed in the application. The advisory committee will consider attainment or non-attainment of the milestones identified in the SVSG application as the framework for evaluating whether the awardee has demonstrated diligence in implementing his/her plans.
7. Applicant(s) who are selected to receive SVSG awards must agree in writing they will:
 - Abide by all student ethics guidelines
 - Participate in at least one Wiscontrepreneur outreach program
 - Release UW-Madison and its affiliates of any legal liability