

>> ACTIVATE YOUR IDEA



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Idea Challenge

Engaging the Next
Generation of Innovators

What is the Idea Challenge?

The Idea Challenge is a call to entrepreneurs, innovators, inventors, and anyone with a new innovative product or technology idea. It is an opportunity to engage your idea in the development process.

Why should I submit my idea?

Local, regional, state, and federal dollars are available that can allow you to start or continue research and development for your idea; the Idea Challenge can help you access those resources.

What will you do with my idea?

Ideas will be reviewed periodically by real-life entrepreneurs and business development experts to determine if your idea is marketable at its current stage. If it is, they'll help you find funding sources that match your needs. If it is not, they'll work with you to develop your idea further.

How do I submit my idea?

Complete the application on the opposite side or enter online, and submit it to the ECA-EDC (see contact info at right)

OK, I submitted....now what?

Someone will follow up with you within a couple of days to discuss your idea. Together, you'll determine the best steps to move your idea forward.



What is Applied Technology?

The Eau Claire Area EDC also offers you opportunities to license existing technologies to be used in product development. Go to www.smarttnetwork.com to find available technologies in a variety of industry sectors.



For more information, contact:

**Eau Claire Area Economic
Development Corporation**

101 N. Farwell, Suite 101
P.O. Box 1108

Eau Claire, WI 54702

Ph: (715) 834-0070 or 800-944-2449

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Partnering Agencies



This Program Made Possible by:



See official rules and guidelines online at www.eauclaire-wi.com

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Explain Idea/Concept/Technology:

- ▶ Describe your product, idea, or concept.
- ▶ Identify any technical aspects of the product, idea, or concept.

Market Opportunity:

- ▶ Who needs the product? Who is the target audience? What is the unmet need your product delivers? What is your product's competition or substitute? What is the estimated market size?

Business Opportunity:

- ▶ What limiting factors do you anticipate?
- ▶ What expertise do you bring to this effort?
- ▶ Other than financial, what assistance do you need?

Applicant Contact Information:

Business Name (if available): _____

Applicant Name: _____

Address: _____

Phone: _____

Email: _____

Describe what you envision your role being in advancing this idea/concept/technology:

(Ex: Business owner, advisor, product development or research, sales, want to sell/license idea, etc.)

