



To inspire economic development and job creation in Wytheville, Downtown Wytheville, Incorporated, the Joint Industrial Development Authority of Wythe County, and the Wytheville-Wythe-Bland Chamber of Commerce are proud to present **Evolution Wytheville - Business Idea Competition**. **Evolution Wytheville** is designed to encourage and develop an entrepreneurial spirit through business development courses and mentorships to guide participants through the creation of their business plan. **Evolution Wytheville** empowers participants to establish new business ventures and create local jobs.

<b>JANUARY 19</b>	<b>FEBRUARY 1 – MARCH 8</b>	<b>MARCH 23 (BY 5PM)</b>	<b>APRIL 12</b>	<b>MAY 3</b>
<b>Register</b>	<b>Attend 6 Required Entrepreneur Courses</b>	<b>Submit Detailed Business Plan</b>	<b>Selected Finalists Present Plans</b>	<b>Winners Announced</b>

**COMPETITORS WILL:**

- Attend six required business development courses;
- Create and submit a detailed business plan for scoring;
- Candidates will have the opportunity to work with experienced mentors recommended by **Evolution Wytheville**; and
- Finalists will deliver a presentation to a highly-regarded panel of business professionals.

**COMPETITORS WILL BE JUDGED BASED ON:**

- The attractiveness, excitement, and demand of the business idea;
- The viability and sustainability of the market opportunity;
- The number of jobs created by the business idea; and
- The impact on the economic development and the business mix of the Downtown Wytheville area.

**THE TOP BUSINESS IDEAS WILL RECEIVE:**

- Up to \$73,000 awarded in seed funding to launch at least three businesses in downtown Wytheville;
- Continued mentor support; and
- In-kind support.

**EVOLUTION IS UNIQUE AMONG OTHER AREA ACCELERATOR COMPETITIONS IN THAT IT:**

- Is open to innovative business ideas from both new and significant expanding businesses;
- Offers continued mentor support to develop and launch the business concept for one year;
- Considers local economic development as a judging criterion; and
- Welcomes business ideas from businesses of all kinds.

**BUSINESS DEVELOPMENT COURSES – required for competitors and open to the public**

*Classes will be held once a week for six weeks. Each 2-hour class will consist of instruction and discussion.*

Introduction to Entrepreneurship	Business & Legal Structure
Operations & Customer Service	Financials Planning/Cash Flow
Marketing	Sustaining/Planning for the Future




**Questions?**  
 (276)223-3343  
 exedir@downtownwytheville.org  
 www.downtownwytheville.com

## B-2 Zoning

The purpose of *Evolution Wytheville* is to locate innovative businesses within the B-2 Downtown Wytheville Zone as defined in the Town of Wytheville Zoning Ordinance Article XI-A – Business District B-2 DT General Business District – Downtown. This Zone lies between 12<sup>th</sup> and 11<sup>th</sup> Streets for Spring Street, Main Street, and Monroe Street.

For more information about B-2 DT and a full town zoning map visit the Town of Wytheville Zoning Ordinance at the link below: <http://www.wytheville.org/townoffice/zoningordinance.php>, or contact Downtown Wytheville, Incorporated.



 B-2 DT Business Downtown Zone

## Confidentiality

While the competition organizers and judges are bound by ethical considerations to keep information confidential, neither the organizers nor the judges will sign non-disclosure agreements with any of the participants as part of the competition process.

The organizers reserve the right to use the following information about each business concept to publicize the competition:

- The name and location of the business
- A brief description of the company provided as part of the Registration form (subject to confidentiality of proprietary information)
- The names of all applicants mentioned explicitly in the business plan
- Any photographs taken during the competition

## Disclaimers

Participation in this competition gives entrants no guarantees, expressed or implied, to any awards or to any potential or future funding. Copies of business plans submitted to the competition will not be returned to the entrepreneurs. Participants agree that the organizers of the competition are not liable for any direct or indirect damages, including any loss of revenue that may or may not be related to business advice received in conjunction with the competition.

Downtown Wytheville, Incorporated reserves the right to disqualify, in its sole and absolute discretion, any participant from the competition at any time (before or after a judging round or the award of any prize) for any reason. Reasons for disqualification may include, but are not limited to, plagiarism and any other form of dishonesty, misappropriation or infringement of the intellectual property of others, and any failure to comply with these rules and regulations. Disqualified participants shall forfeit all prizes awarded to them. All decisions of the judges and committee are final.

Award recipients are expected to open their business in a downtown Wytheville location, and use awarded funds and in-kind services for business development within one year of award. However, applicants may propose an alternate timeline as part of their proposal. Additionally, should award recipients not fulfill agreed upon goals, they may be required to repay cash prizes pursuant to individual performance agreements.



## Questions?

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