



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, expand current businesses and create local jobs.

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

#### 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 (Legal Services, Financial Planning, Insurance Consultation).

#### HOW OTHER BUSINESSES AND BENEFACTORS CAN HELP

- Donate to the project by calling Downtown Wytheville at 276-223-3343, funds will be used for advertising, marketing and set up costs for the competition;
- Share this contest to anyone you may know considering entrepreneurship and encourage to attend classes to learn more; and
- Volunteer to be a mentor – contact us if you would like to share your small business expertise with our contestants.

#### BUSINESS DEVELOPMENT COURSES – required for competitors and open to the public (Free)

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

Introduction to Entrepreneurship – Feb 1

Business & Legal Structure – Feb 8

Financials & Cash Flow – Feb 15

Marketing and Media – Feb 22

Customer Service & Operations – March 1

Sustainability & Long-Term Planning – March 8



#### Questions?

(276)223-3343

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