



Frequently Asked Questions:

Q: Who is eligible to participate in the APPStart Challenge?

A: The contest is open to faculty, staff, students and alumni from WiSys schools: UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior and UW-Whitewater.

Q: Can I submit more than one idea?

A: Absolutely! You can submit as many ideas as you would like.

Q: Can I submit an idea as part of a team?

A: Yes! You can submit an idea as part of a team.

Q: Am I required to know how to develop and code a mobile application?

A: No, Finalists will work with an App Development Partner to create a prototype mobile application. This support is provided by WiSys.

Q: What if I don't know the first thing about starting a business?

A: Not a problem! WiSys has partnered with the SBDC offices to provide Finalists with support to develop a business plan through training programs. You will also receive one-on-one support from the WiSys Innovative Ventures division to help you on your path as an entrepreneur.

Q: Is there prize money if I win the APPStart Challenge?

A: The winning Finalist will receive a \$5,000 cash prize to be awarded to your new startup business. The first and second runners-up will receive \$2500 and \$1500, respectively. In addition to the prize money, you will receive free entrepreneurship training and prototype development work totaling over \$10,000.

Q: What additional benefits are there for participating in this challenge?

A: At the end of the Challenge, you will walk away with a business plan vetted by investors and business experts, and a tappable prototype! WiSys will also promote you and your company throughout our statewide network. As you continue to grow your company beyond the Challenge, you can leverage the WiSys network to connect with industry experts and investors.

Q: Will those on the review panel be asked to sign a CDA?

A: Those on the external review panel will not be asked to sign a CDA. The panel will be comprised of professionals who handle confidential and sensitive information daily.

Q: One of the APPStart Finalist's app is just like the idea I submitted, what gives?

A: All ideas submitted to the APPStart Challenge will be reviewed by an external panel. The panel will be reviewing your idea based on the description you provide. Giving careful thought to your description could help to elevate your idea over similar submissions.

Q: Will WiSys own any of the business I start?

A: No, you will own 100% of the business you start.

Q: Will WiSys own the idea I submit during the APPStart Challenge?

A: No, you will own the idea you submit during the APPStart Challenge, but WiSys will own the prototype of the app developed during the APPStart Challenge and license this to the company you start as described in the APPStart Challenge Official Terms and Conditions and the APPStart Challenge Finalist Agreement.