

## 2019 Swimming with the Sharks Fact Sheet

On Wednesday, February 20, entrepreneurs and entrepreneurs-to-be will have the opportunity to receive mini-grants to help start or grow their business. Here are the important facts:

1. The business must be located in Siouxland and be for profit.
2. You must be able to present your business idea starting at 6:30 pm on Wednesday, February 20 at Briar Cliff University in Sioux City, Iowa.
3. The applicant must agree to report the results of using the grant monies in September 2019.
4. A complete application must be submitted by Wednesday, February 6. If you are one of the five selected to compete, you will be notified by Friday, February 8. Two alternates may also be notified on that day.
5. The completed applications will be received via email or via the Briar Cliff website [www.briarcliff.edu/sharks](http://www.briarcliff.edu/sharks) Please follow the instructions on the application. Apply online or email completed applications to [SharkSwim@briarcliff.edu](mailto:SharkSwim@briarcliff.edu)
6. **Process**
  - a. **Submit your application online to [www.briarcliff.edu/sharks](http://www.briarcliff.edu/sharks) or by email [SharkSwim@briarcliff.edu](mailto:SharkSwim@briarcliff.edu) by midnight on Wednesday, February 6.** You will hear back during the day on Friday, February 8 if you are one of the five finalists for the Swimming with the Sharks competition.
  - b. The five finalists must attend the Sharks Book Camp at Western Iowa Tech Community College on Wednesday, February 13 at 6:30 pm (Advanced Sciences Building L416-417).
  - c. You will receive bonus points in the Swimming with the Sharks judging if you attend this Sharks Boot Camp.
  - d. You may also participate in Sioux City Growth Organization's (SCGO) Innovation Market on Thursday, February 21. Here you have the opportunity to receive feedback on your business idea and possibly win additional money. You must preregister to attend and to submit your ideas. The website for that is <http://www.siouxcitygo.com/committees/innovation-market/>
  - e. If selected as one of the five Sharks finalists, you will present your idea on Wednesday, February 20 at the Swimming with the Sharks competition at 6:30 pm in the Stark Student Center at Briar Cliff University (3303 Rebecca St., Sioux City, Iowa 51104). You have 5 minutes to pitch your idea and the judges have 5 minutes to ask you questions. You will know that night if you won a mini-grant. You can apply for up to \$4,000.

**Judging.** The grant money for this competition has been provided by various economic development organizations in Siouxland. The judges will come from these organizations. You will have access to a computer, an easel for you to display a poster, and a table to display things. You can also bring samples, photos, flyers, etc. which can be handed to the judges.

You will be judged on the following:

1. The quality of your business idea – what is the long-term viability of your business in Siouxland? Your financial statements will be a key component of the judging.
2. How you will use the money? What are you going to buy? How will it help the success of your business?
3. What is the timeline for your business? When do expect to see growth in your business?

For more information contact Judy Thompson at [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu) and bookmark our Facebook page Swimming with the Sharks (Siouxland) <https://www.facebook.com/SWTSSiouxland/>.