

## 2023 RISE Challenge Schedule

*The dates, times, and locations of this schedule are subject to change.*

Program/Event	Date/Time/Location	Details
Public Interest Meetings	December 1 & 8, 2022 5:30 pm ~ SEDCO Board Room 307 W. Washington St., Ste. 102, Sherman, TX	Interested applicants may attend these meetings to learn more about the RISE Challenge and ask questions. Email <a href="mailto:info@RiseInSherman.com">info@RiseInSherman.com</a> to RSVP.  If you are unable to attend a Public Interest Meeting, you may email <a href="mailto:info@RiseInSherman.com">info@RiseInSherman.com</a> to schedule an individual meeting.
*Application Portal Opens	January 2, 2023 12:00am RiseInSherman.com	Online application available at RiseInSherman.com. The initial application is used to ensure your business qualifies for the RISE Challenge. You will be required to accept that your business meets each of the qualifications listed on page 3. Then, you will upload your organizational documents and a two-minute elevator pitch video. The video must: <ul style="list-style-type: none"> <li>• Be no longer than two minutes.</li> <li>• Show and tell us about your product/service.</li> <li>• Tell us about how the company started and the current status.</li> <li>• Explain how much funding you are seeking and how those funds will be used to help your company meet its goals.</li> </ul> <p>The video does not have to be a highly produced product (cell phone videos accepted); however, it should be professional and clearly define your product/service. Videos must be uploaded to YouTube or Vimeo and submitted for review. Please review the privacy setting in the video service to ensure the judges can view the video and the applicant's privacy concerns are also addressed.</p>
*Application Portal Closes	February 2, 2023 11:59pm	Applicants must submit their online application and video submission no later than 11:59 pm on February 2, 2023.
Round 2 Applicants Notified	February 3	Applicants advancing to Round 2 will be notified by email and will receive a business plan format for preparation for Orientation. Non-advancing applicants will be provided notice with feedback from the judges.
*RISE Orientation & Grayson SBDC Training	February 10 4:00-5:00 p.m. Seminar Room A - Center for Workplace Learning (CWL) at Grayson College	Round 2 applicants will review the Challenge requirements with the Program Partners and discuss expectations for the business plans. They will also participate in a mandatory SBDC training and receive free assistance in preparing business plans. <i>Be prepared for a Pop Quiz on the Info Packet and to sign the Acknowledgement Form on page 9! Bring your business plan questions!</i>
*1 <sup>st</sup> Draft of Business Plan & Cash Flow Due	February 17	Round 2 applicants will submit a first draft of their business plans and two years of cash flow projections to the Grayson SBDC for review and approval.
*Initial Pitch to Judging Panel	February 28 Time TBA SEDCO Board Room	Round 2 applicants will participate in an initial pitch to the judging panel. The judges will have reviewed the initial application and the first draft of the business plans. Applicants will have 30 minutes to present their product/service and business goals. There will be a 15-minute Q&A following the presentation. Timeslots will be scheduled at the RISE Orientation on February 10, 2023.  It is encouraged but not required to include handouts, slideshows, videos, etc. during your presentation. If you need A/V accommodations, contact SEDCO by February 27, 2023.  <i>Watch "Shark Tank's Best Pitches Explained by the Cast" for helpful tips in preparing for your presentation to the judging panel:</i> <a href="https://www.youtube.com/watch?v=zq3fwHwgB9g">https://www.youtube.com/watch?v=zq3fwHwgB9g</a>
Round 3 Applicants Notified	March 1	Applicants advancing to Round 3 will be notified by email on next steps. Non-advancing applicants will be provided notice with feedback from the judges.
*Final Draft of Business Plan, Cash Flow & Bank Statements Due	March 20	Round 3 applicants will submit their final draft of the business plan, two years of cash flow projections, and a copy of their most recent business account bank statement to the Grayson SBDC showing proof of company funds.

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*Site Visits for Judging Panel	March 20-31, 2023	The judges will visit each place of business for the Round 3 applicants to learn more. If you are not able to do an on-site visit because you have not yet secured a space in Sherman, you may hold your site visit at the SEDCO Office. However, you must show pictures and video of your location and plans for the space in your presentation.
*Final Presentations	April 6 Time TBA Austin College 900 N Grand Ave, Sherman, TX 75090	Round 3 applicants will enter the final stage of judging with a presentation to the judging panel. Think “ <i>Shark Tank</i> .” Judges will have reviewed the final business plans and cash flow, and they will have visited your business site. It is critical that you can answer all of the questions on page 7 of this packet.
Finalists Notified	April 10	Finalists will be notified by email. The Round 3 applicants that are not selected will be provided notice with feedback from the judges. <i>The amount of each award will not be disclosed until the Awards Ceremony.</i>
Awards Ceremony  *Finalists are required to attend.	April 21 11:30 a.m. – 1:00 p.m. Mabee Hall, Austin College	All applicants will be invited to attend the RISE Challenge Awards Ceremony. <i>Reminder: Funds will not be disbursed at the Awards Ceremony. Allocations will need to be approved by the SEDCO Board and all agreements fully executed before funds are distributed.</i>
*SEDCO Application for Financial Assistance Due	May 1	RISE Winners must complete the SEDCO Application for Financial Assistance. This is a standard form SEDCO must have on file for each company before performance agreements are drafted.
Business Location Documents Due  *Mandatory for winners relocating or opening a business in Sherman.	May 5	Winners who are relocating or opening a business in Sherman must submit a signed purchase or lease agreement for the Sherman location to SEDCO.
SEDCO Board Meeting	May 9 11:30 a.m. SEDCO Board Room	At this meeting, the Board will discuss and consider approval of the Resolutions authorizing the allocations awarded by the judging panel.
*AFFA, Promissory Note & Personal Guaranty Execution; W-9 Submission Due	May 10-23	SEDCO staff and attorney will draft the agreements and send to the winners for review and signature. Please submit a copy of your W-9 to SEDCO.
*Check Presentations & Facility Walk-Thru	May 31-June 2	SEDCO staff will contact the winners to schedule a check presentation and facility walk-thru. <i>Be prepared to have your picture taken!</i>
*1 <sup>st</sup> Meeting with Grayson SBDC	One month from check presentation  Grayson SBDC 6101 Grayson Dr, Denison, TX 75020	Winners must schedule their first meeting with the Grayson SBDC within the first month following the date of the check presentation. These meetings are required every month for the first 6 months of the AFFA to ensure the company has the necessary tools and information to succeed. The meetings will then be required once per quarter for months 7-12 of the AFFA. At the one-year mark, the Grayson SBDC will determine if follow up meetings are required. Please refer to your AFFA for more details.
*1 <sup>st</sup> Quarterly Report to SEDCO	Three months from the check presentation	Winners must submit a Balance Sheet, Profit and Loss Report, and an Employment Report to SEDCO each quarter. Please refer to your AFFA for more details.

\*Mandatory participation required.

#### Program Partner Contacts:

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