

i.d.e.a.WF 2021 Rules and Procedures

There are two general categories of funding through i.d.e.a.WF. The first category, “Judges’ Choice,” is a direct cash payment from the Munir A. Lalani Center for Entrepreneurship & Free Enterprise (Lalani Center) in the Dillard College of Business at Midwestern State University. The second category is a “cash for jobs” program that is funded by the Wichita Falls Economic Development Corporation (WFEDC).

Judges’ Choice Category

To be eligible for the “Judges’ Choice” category, applicants:

- Agree to be headquartered within the Wichita Falls MSA (Wichita, Archer & Clay Counties) for at least three years after the disbursement of funds;
- Cannot be an immediate relative of administrative officials or competition judges, or engaged in any other business partnerships with an administrative official or judge. All special circumstances shall be reviewed by the i.d.e.a.WF director, who will make the final decision;
- Must have a personal credit score of at least 640;
- Agree to attend all workshops and/or seminars provided by i.d.e.a.WF throughout the term of the competition;
- If selected as a winner, agree to provide quarterly financial statements upon request of i.d.e.a.WF for a period of three years from the date of funds disbursement.

Cash for Jobs Category

To be eligible for the “cash for jobs” program funded by the WFEDC, applicants:

- Agree to be headquartered within the city of Wichita Falls for the duration of the contractual agreement with the WFEDC;
- Must create primary jobs as outlined in “disbursement of funds” section below;
- Owners or managers cannot be an immediate relative of administrative officials or judges or engaged in any other business partnerships with an administrative official or judge. All special circumstances shall be reviewed by the i.d.e.a.WF director and the WFEDC president, who will make the final decision;
- Must have a personal credit score of at least 680;
- Agree to attend all workshops and/or seminars provided by i.d.e.a.WF throughout the term of the competition;
- Agree to provide monthly financial statements to i.d.e.a.WF and/or the WFEDC until their contractual relationship with the 4A Board has been satisfied.

“Cash for jobs” funds will be disbursed according to the following criteria:

- Award amounts are calculated based upon the creation and retention of primary jobs as defined in Texas Local Government Code §501.002(12). Those jobs that are:

1. Available at a company for which a majority of the products or service are ultimately exported to regional, statewide, national, or international markets, thereby infusing new dollars in the local economy, and
 2. Included in certain sectors of the North American Industry Classification System.
- The amount of each cash award will be calculated at a rate of \$4,000 per primary job created and retained for at least six months, unless otherwise specified by the WFEDC. For example, to receive \$100,000 in funding, a winner must plan to create and retain 25 primary jobs.
 - Winners may be eligible to receive advance funding provided certain criteria are met:
 - To qualify for advance funding, award recipients must provide an irrevocable letter of credit equivalent to the amount of the cash award. Upon fulfillment of the winners' contractual obligation (i.e., primary job created and retained for six months), the irrevocable letter of credit shall be invalidated.
 - Contestants must provide verifiable evidence that they have obtained a lender's commitment for the irrevocable letter of credit prior to the naming of finalists by i.d.e.a.WF.
 - Unless otherwise specified, funding shall be provided in arrears following the winner's meeting of the job creation and retention requirements as stated above.
 - Disbursement of funds must be approved by a majority vote of the WFEDC and the Wichita Falls City Council.

Judging Criteria

To assess the potential to build a thriving business, judges use the following criteria:

- Market need for product or service proposed by entrepreneur;
- Innovativeness of product or service;
- Quality of management team;
- Growth potential;
- Access to capital in the form of future equity investments and/or debt instruments;
- The number and type of jobs created; and
- Revenues generated from outside of the immediate area.

Intellectual Property, Disclosure Issues, and Legal Issues

Originality and Intellectual Property Rights

All participants attest that the ideas and concepts outlined in their submission to i.d.e.a.WF are their original work. If intellectual property is involved, participants have obtained the legal rights to use such intellectual property – or have secured an agreement to obtain those rights – and there are no legal impediments to launching or expanding the business.

Waivers and Releases

Participants agree to waive all claims against i.d.e.a.WF, the Lalani Center for Entrepreneurship & Free Enterprise, the Dillard College of Business Administration, MSU Texas, any and all judges, reviewers, mentors, other sponsors, and/or participants in the competition for any actions that occur as part of, arise out of, or are in any way related to participation in this competition. Participants understand that no confidentiality of any information is provided and that protection of highly confidential trade secret information and other intellectual property is their responsibility. Judges, mentors, reviewers, and others associated with the competition are not required to sign nondisclosure documents. Photos and/or video footage taken during the competition remain the property of i.d.e.a.WF, and may be used for future publicity.

Entry Materials Required

Applicants for i.d.e.a.WF are required to submit:

- i.d.e.a.WF application form;
- investor fact sheet;
- credit reports on all those individuals owning 20% or more of the business; and
- \$295, payable by check or money order to “Lalani Center.”

***Entry materials must be physically received in the office of the Lalani Center before
5:00 PM on Wednesday, March 10, 2021.***