



180 West Main Street, Suite 4 · Wytheville, VA 24382  
(276) 223-3343 · [www.downtownwytheville.org](http://www.downtownwytheville.org)

Students and Parents/Guardians,

Greetings, and welcome to the Downtown Wytheville INVEST Youth Business Scholarship Program! We hope that after reviewing the enclosed information, you'll be as excited about this unique program as we are! INVEST is designed to help entrepreneurially-minded youth in Wythe County take their own business idea and develop it into a viable business plan, while learning some business essentials along the way. It is the only scholarship program of its type in the area, as well as one of the largest local scholarships a Wythe County student can receive.

Please read the entire application packet carefully. In the Overview and Terms section, initial each item to indicate that you have read it, understand it, and agree to abide by it. Both the student and a parent/legal guardian must initial and sign this document in order to be accepted into the program if the student is **currently** under the age of 18 years.

This program is hosted by Downtown Wytheville Incorporated, a 501(c)(3) non-profit dedicated to community and economic development. It's sponsored by Wythe County businesses. You can learn more about Downtown Wytheville, who we are, and what we do at [DowntownWytheville.org](http://DowntownWytheville.org).

If you have questions about INVEST that are not answered in this packet, please call our office at (276) 223-3343. We hope you'll join us on this entrepreneurial journey in the 2019-20 school year!

Sincerely,

Todd Wolford  
Executive Director, Downtown Wytheville

Elania White  
INVEST Program Chair

## Overview and Terms

Students and parent/guardian must initial under each of the following sections, then sign the final signature page. **Parental initials and signature are required if the student is currently under the age of 18 years.** By initialing and signing this form, and by your participation in the INVEST program, you agree to the terms and conditions of the program.

SI = Student Initial      PI = Parent Initial

### A. Participation is a Privilege, Not a Right

You may opt to withdraw from the program at any time. Downtown Wytheville reserves the right to remove students from the program at any time, at the discretion of staff and program coordinators, for behaviors or actions that are inappropriate, disruptive, or otherwise diminish the experience of the program for other students.

SI: \_\_\_\_\_      PI: \_\_\_\_\_

### B. Everyone's a Winner, Sort Of

Everyone who completes the program will receive invaluable real-world entrepreneurial experience, advice, and mentorship, not to mention a certificate of completion that can be a great resume booster. However, when it comes to a tangible, financial prize, scholarship funds will be granted to ONE (1) winner from each Wythe County high school, for a total of three winners. By submitting this application and participating in the program, you agree to abide by the decision of our third-party panel of judges. Your application and participation indicates that you understand that the decision of the judges will be fair, impartial, and final.

SI: \_\_\_\_\_      PI: \_\_\_\_\_

### C. What's Expected of You

You are expected to complete each stage of the program by the deadline. Failure to meet a deadline may result in your ineligibility to continue in the program. Please refer to the timeline included in this packet for detailed information regarding dates and deadlines. Your application and participation indicates that you understand that you may be expelled from the program and become ineligible for the scholarship funds if you do not adhere to the guidelines in this document. At minimum, you must:

- Submit your completed application packet by October 9<sup>th</sup>
- Register for and attend one of the two Business 101 classes
- Submit the first draft of your business plan by December 2<sup>nd</sup>
- Attend your One-on-One Assessment session as scheduled
- Attend your Expert Advice session as scheduled
- Submit the final draft of your business plan by April 14<sup>th</sup>

- If you are invited to proceed after this point, you must also submit your electronic presentation (slideshow and/or video) by the assigned date AND present your business plan and presentation in person on Pitch Night

SI: \_\_\_\_\_ PI: \_\_\_\_\_

#### **D. Criteria for an Eligible Business Plan**

While we love a great imagination and encourage outside-the-box thinking, your business plan needs to be realistic and viable in order to qualify for the program. In addition, should you receive the award money and opt to use it as seed money for your business, you must open and operate the business within Wythe County, Virginia.

SI: \_\_\_\_\_ PI: \_\_\_\_\_

#### **E. What Can Be Done with Prize Money**

Scholarship funds can be used in two ways: (Option 1) for higher education expenses, including community college, public or private college or university, certification program, etc. or (Option 2) as seed money to launch the business as outlined in the business plan. In Option 1, the check for the scholarship funds will be paid directly to the higher education institution on behalf of the student. Check will not be made payable to the student. In Option 2, the funds will be released to the student upon submission of invoices or receipts pertaining to the cost of starting the business. All winners will be presented with a novelty check at the reception; the novelty check has no cash value.

SI: \_\_\_\_\_ PI: \_\_\_\_\_

#### **What Happens to Your Business Plan**

Your business plan belongs to you, and you will retain the rights to your plan after the competition, regardless of whether you are awarded money.

SI: \_\_\_\_\_ PI: \_\_\_\_\_

Please fill out and sign the attached registration form and return it, along with these initialed pages, to:

Downtown Wytheville Incorporated  
180 West Main Street, Suite 4  
Wytheville, VA 24382

You may also scan and email the completed document to [adminspc@downtownwytheville.org](mailto:adminspc@downtownwytheville.org).

**Applications must be received by October 9<sup>th</sup>, 2019.**



Return Completed Application Packets to:  
Downtown Wytheville Incorporated  
180 West Main Street, Suite 4 · Wytheville, VA 24382  
(276) 223-3343 · [www.downtownwytheville.org](http://www.downtownwytheville.org)

## Registration Application

Full Legal Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Which High School do you attend? \_\_\_\_\_

Home Address: \_\_\_\_\_

Best Contact Phone Number: \_\_\_\_\_

Best Contact Email Address: \_\_\_\_\_

Briefly describe the business idea you are submitting to the competition and explain how it would contribute to the overall business mix of Wythe County if it were operational. This business must be realistic, viable, and able to operate in Wythe County, so “a surf shop selling locally sourced mahi mahi” wouldn’t qualify.

By signing below, I indicate that I have read the application packet in its entirety, and I agree to be bound by the rules of the competition.

Student Signature: \_\_\_\_\_

**The section below is required in addition to student signature if student is currently under the age of 18 years**

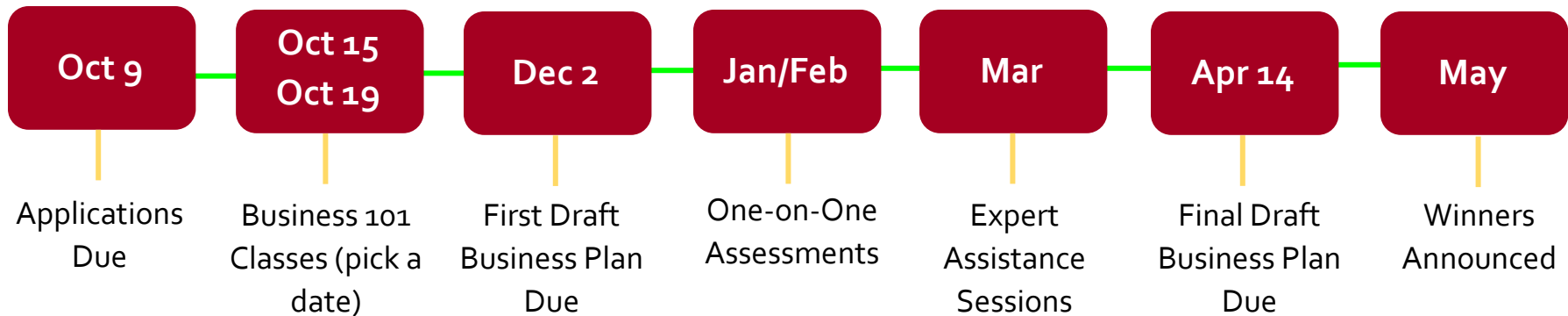
Parent/Guardian Name: \_\_\_\_\_

By signing below, I indicate that I have read the application packet in its entirety, and I agree for my child to participate in this program and be bound by the rules of the competition.

Parent/Guardian Signature: \_\_\_\_\_



## Timeline & Key Dates



- Applications must be turned in to the Downtown Wytheville office no later than 5pm on Tuesday, October 9<sup>th</sup>
- Business 101 classes will be held on two dates; choose the date that works best for you (class attendance is required)
- First draft of your business plan must be turned in to the Downtown Wytheville office no later than 5pm on Monday, December 2<sup>nd</sup>
- One-on-one assessments will be scheduled throughout the months of January & February following winter break
- Expert assistance sessions will be scheduled, based on area of greatest need, throughout the month of March
- Final draft of your business plan must be turned in to the Downtown Wytheville office no later than 5pm on Tuesday, April 14<sup>th</sup> (first day of school after Spring Break)
- Winners will be announced at each high school's awards ceremony
- A formal reception for all three winners and their families will be held at the end of the school year
- Dates subject to change slightly based on WCPS calendar

### Mailing Address:

Downtown Wytheville Incorporated  
180 West Main St., Ste. 4  
Wytheville, VA 24382

### Or email to:

[adminspc@downtownwytheville.org](mailto:adminspc@downtownwytheville.org)

### *For more information:*

Call (276) 223-3343

Visit [downtownwytheville.org](http://downtownwytheville.org)

Facebook [@downtownwytheville](https://www.facebook.com/downtownwytheville)

Instagram [@downtown\\_wytheville](https://www.instagram.com/downtown_wytheville)