



IGNITE WISCONSIN FY27 APPLICATION PACKET

INSTRUCTIONS

- This application contains 3 mandatory sections and 1 optional section. Complete all mandatory sections before you submit. Incomplete submissions may be deemed ineligible.
- Read the entire application before answering questions to avoid duplication of efforts/answers.
- Each question shows a maximum word count (e.g. 200 words). Keep your response at or below the limit. Text beyond the limit may not be reviewed, and repeated overages may result in disqualification.
- Where possible, include numbers, dates, and named partners (e.g., "assist 20 firms by June 30, 2026"). Spell out acronyms on first use and minimize technical jargon unless required by the question. If you cite external data, include the source name and year in-line, or hyperlinks.
- Images are allowed for figures, diagrams, or photos only—do not upload images of text; keep images to a minimum and ensure they are clear and compressed.
- Review before submitting and confirm completeness, spelling, and word counts.

LOOK FORWARD ►

SECTION I – BACKGROUND

- 1) **Brief project description** (200 words)
State what the project is, who it serves, where and when it runs, and the primary impact you expect by the end of the grant period.
- 2) **Why this project and why now** (500 words)
Explain the problem or opportunity you are addressing for **high-tech, high-growth startups**, the evidence that it exists for your target audience, why the timing is urgent, and what happens if this does not move forward during this period.
- 3) **Why this consortium is positioned to win** (200 words)
Show why your team is the right one: name the distinctive capabilities each partner brings, how roles and decision-making will work in practice, relevant past results, and how the group covers key risks and gaps.
- 4) **Alignment with program goals** (300 words)
How will the project directly contribute to accelerating the success of **early-stage, high-growth startups** and their surrounding ecosystem in Wisconsin? How does the project align with the following goals?
 - a. Increased early-stage investment
 - b. New or expanded incubators, cohorts, and technical assistance
 - c. Launch or expansion of entrepreneur-in-residence and fellowship programs
 - d. Enhanced commercialization and innovation activities
 - e. Broader storytelling and marketing of Wisconsin's entrepreneurial successes

SECTION II – PROGRAM DESIGN AND DELIVERY

1) **Program structure** (2,000 words)

Describe what you will deliver for **high-tech, high-growth startups** and how you will deliver it. Include the program components, delivery model (in-person/virtual/hybrid), cadence (e.g., cohorts, workshops, office hours), staffing and partner roles, capacity per cycle, and the participant journey from intake to completion.

2) **Participant selection process** (500 words)

Explain who is eligible and how you will recruit, screen, score, and select participants. Include outreach channels, application steps, decision criteria, review process and conflicts management, target mix (e.g., stage/sector/region), and how you will support retention and completion.

3) **Timeline** (200 words)

Provide the start and end dates plus key milestones. Include launch readiness, cohort or event dates, major deliverables, decision gates, and close-out.

4) **Metrics and Measurements**

Fill out the table below + add in any other metrics you will be tracking. Fields marked with an asterisk are mandatory – failure to put in required metrics will result in disqualification.

Metric	Target	Measurement Source
Businesses Assisted (Financial)*		
Businesses Assisted (Technical)*		
Jobs Created*		
Jobs Retained*		
Individuals Served/Engaged*		
Commercialized Product Sales*		

5) **Impact** (400 words)

Describe the outcomes you expect for **high-tech, high-growth startups** and who benefits. Explain near-term effects (during the grant) and durable effects (after the grant), the geographic and sector reach, spillover benefits to the ecosystem, equity and access considerations, and how results will sustain beyond initial funding.

SECTION III – FUNDING AND BUDGET USE

- 1) **Budget allocation and use of funds / Budget Narrative** (400 words)
Explain how much funding each partner will receive and exactly what it will pay for. Be specific—avoid generic labels like “operational costs.” Reference concrete activities, deliverables, and units.
- 2) **Direct funding to businesses (if applicable)**
(If not applicable, enter “N/A” in the Response column, responses for all fields are mandatory.)

What is the total number of businesses to receive direct funding?	
What type of funding (grants, loans, stipends, etc..) will be given to businesses?	
What is the average funding size to be given to businesses?	
What is the required match from businesses to receive direct funding?	

- 3) **Sustainability and future plans after funding ends.** (150 words)
Describe how the work to increase density of **high tech, high growth startups** may continue beyond this grant. Include any plans for policy/process changes, MOUs, or pipeline partnerships that will make the program durable.

SECTION III – FUNDING AND BUDGET USE**1) Anything else we should know? (500 words)**

Share only material that hasn't been covered elsewhere but would meaningfully affect how this proposal is understood or evaluated.

Images are allowed for figures/diagrams/photos; do not upload images of text. Keep images to a minimum. No repeat of earlier answers.

REFERENCE ONLY - NOT FOR SUBMISSION