

Startup in a Day

An initiative of the U.S. Small Business Administration and the White House
in coordination with the National League of Cities

- **THE CHALLENGE:** The Startup in a Day initiative challenges cities to develop, implement, and streamline online tools that will let entrepreneurs learn about the business startup process in their area, including how to register and apply for all required local licenses and permits – all in one day or less.
- **GET INVOLVED:** There are two ways for cities to participate: 1) take the pledge and 2) enter two prize competitions. See more details below.
- **SUPPORT FOR WINNERS:** The Small Business Administration (SBA) and the National League of Cities (NLC) will establish a formal mechanism for prize competition winners to collaborate and share best practices.

Apply Now!

Prize applications are due **July 13, 2015**.

Pledge

President Barack Obama is asking cities across America to **take a pledge to support entrepreneurs** by participating in the Startup in a Day initiative.

The pledge states that a city will **develop a streamlined permitting process and share best practices**.

To read **the full pledge** and see a **list of cities** that have made the commitment, **go to www.sba.gov/startup**.

For information on how your city can take the pledge, email **startup@sba.gov**.

Prize Competition:

The Start Small Model

The first competition will award up to 25 prizes of up to \$50,000 each **for cities**.

Priority points can be earned by:

- **rural and high poverty communities**
- **Veterans Economic Communities** designated by the U.S. Dept. of Veterans Affairs
- **Promise Zones** designated by the U.S. Dept. of Housing and Urban Development.

Only a **2-4 page proposal** is required to apply.

For information on how to compete:

- From **www.challenge.gov**, go to the “Small Business Administration” page
- Click on “Challenges”
- Click on the announcement for either competition.

Prize Competition:

The Dream Big Model

The second competition challenges **cities** to develop an **“open source” Startup in a Day solution**, which can be replicable and scalable to other localities. One (1) \$250,000 prize will be awarded.

Collaborations are encouraged between cities, counties, and states.

Priority points and application requirements are similar for both competitions.