



## What IS KeyStart?

Startup Peoria's KeyStart initiative is a two-part competition for early stage, scalable businesses to get **\$10,000** in entrepreneur-friendly investment capital. Part one is an online application; part two is a public event at which the finalists present their business model and strategy to a panel of judges, who will decide which company or idea is awarded the investment. (KeyStart is neither a grant nor a forgivable loan program.)



## How Can YOU Apply?

Go to [startuppeoria.com/keystart](http://startuppeoria.com/keystart) to fill out the online application by June 3, 2016. A selection committee will determine the finalists. Those finalists will be invited to participate in the live pitch event on June 30, 2016, with **\$10,000** on the line!

[startuppeoria.com/keystart](http://startuppeoria.com/keystart)

