



## 2009 PONCA WORKS ECONOVATION INCENTIVE

The Ponca City Development Authority (PCDA), as an innovation mechanism has created the "2009 PONCA WORKS ECONOVATION AWARD" to reward and spur innovative processes and products in the Ponca City area. PCDA will provide an award of \$5,000 with a potential second place award of \$2,500 of reimbursements to an existing Ponca City Business that presents the best innovative business product or process.

This award will be based upon:

- 1) An innovative approach, as judged by an independent panel comprised of a business person, a representative of OSU's New Product Development Center, a representative of Pioneer Technology Center, and a representative of Northern Oklahoma College.
- 2) The company must satisfy the judges of their intent to produce the product or implement the innovation within a year of the application (based on a start date of April 1, 2009)
- 3) The judging panel may recommend a second place award of \$2,500 to a second company or business

### GUIDELINES:

1. The business must have a Ponca City address with a 74601 or 74604 zipcode
2. Must be an existing business (filed taxes as a business in 2008)
3. Must be a new product or service not originally produced in the business
4. Must create either a new market for the company, new jobs for the company OR new income for the company
5. New product or service must be able to provide evidence in good faith that the innovation will launch within one year of March 12, 2009
6. Only expenses approved by the Ponca City Development Authority in advance will be eligible for reimbursement
7. The award will be for any hard cost (not payroll related) connected with the implementation of the product or service
8. Company must have all parts of the attached application completed and into the Ponca City Development Authority offices no later than 5 PM April 15, 2009

### INCENTIVE:

This award is intended to reward a local business for their innovative efforts in diversifying their product or service base, to that end the PCDA realizes that with any new product or service start-up cost are involved. PCDA would like to reduce this cost by

providing reimbursement for a checklist of services that could be used to reduce their cost. Possible reimbursements could be for the following but are not limited to:

1. New equipment or software needed for the product or service
2. Education or training for new or existing employees
3. New technology purchases (laptop or desktop computers)
4. Lean manufacturing or Six-Sigma training
5. Innovative Environment purchases (employee workplace changes)
6. Office or workspace equipment
7. OCAST/Innovation grant applications
8. Travel reimbursements for training
9. Product or service marketing or testing cost

**TIMELINE:**

**March 20, 2009** Applications available in the PCDA office and on-line at [www.goponca.com](http://www.goponca.com)

**April 15, 2009** 5 PM Deadline for application submittal to PCDA offices

**April 17, 2009** Materials provided to judges panel

**April 24, 2009** Judges panel meets to select winners

**May 1<sup>st</sup>, 2009** Announcement at PCDA ED conference of award winners

For any questions or inquiries please contact Jeff Seymour, Interactive Project Manager, Ponca City Development Authority at [jseymour@goponca.com](mailto:jseymour@goponca.com) or 580-765-7070.