

Team Application

1. Cover Sheet

Name of Team (Organization) _____

Category for Competition (choose one)

- | | |
|---|---|
| <input type="checkbox"/> Biotechnology/Healthcare | <input type="checkbox"/> Nanotechnology/Advanced Technology |
| <input type="checkbox"/> Energy/Sustainability | <input type="checkbox"/> Products/Services |
| <input type="checkbox"/> Information Technology/ Software | <input type="checkbox"/> Social Entrepreneurship/Non-profit |

Name of Academic Institution: _____

Name of Faculty Advisor: _____

For each team member provide the following information:

1. Name
2. Address
3. Phone
4. Email

Brief Executive Summary including description of product/service, development stage, target market, and business model. (500 character limit)

2. **Narrative Plan:** In two pages, address the following elements in a concise and specific fashion. Place your organization name on each page. Assume your audience has limited background in your field, thus do not use abbreviations or jargon.

1. Product/Service: What is your product/service offering? (1000 character limit)
 2. Function and Benefit: Define and quantify the key benefits to customers (e.g. cost, technical, etc.), What problem does your product/service address? If applicable, what social impact does your product/service demonstrate?
 3. Development Stage: Where is the product in its evolution (e.g. idea/conception, fully tested prototype, currently producing revenue, etc.)?
 4. Target Market: How big is the overall market? What markets or market segments are you going after? How will you capture it?
 5. Value Proposition: What is the key value proposition for the customer (e.g. low cost, highest reliability, innovation, etc.)?
 6. Competition: Who are your competitors? – What makes you better than your competitors?
 7. Barriers to Entry: What are the key market barriers that you anticipate you have to overcome to enter the target market?
 8. IP Protection: How will you protect your proprietary information (if any)?
 9. Organization Structure: How are the team members organized? (e.g. ownership, roles, external team members, etc.)
 10. Business Model: What is your business model? How will your organization make money and/or be sustainable?
3. **Financial Analysis:** Information might include balance sheet, cash flow and/or income statement (if available). Financial analysis material does not count in the two page limit on the narrative. This information should be available at the time of competition.
4. **Verification Form** signed