NAME OF BUSINESS or Concept

Submitted by: (name)
E-mail: 
Telephone:
Problem to Solve/Opportunity

• Describe your problem and why it has commercial potential.
  – Scoring criteria (shown in order of importance):
    • Readily definable problem
    • Clearly defined and affected market(s)
    • Highly compelling solution
    • People will clearly pay to have problem solved
My Solution (product or service)

• Describe your proposed solution to the problem (your proposed product or service).
  – Scoring criteria
    • Clearly defined solution/link to problem
    • Is there a gap or opening in a clearly identified target market
    • Feasible product/service
      – If technical—there is existing or achievable technology
    • Likelihood of immediate or short range gains
Why My Solution Will Work

• Describe how your product or service solves the problem.

  – Scoring criteria (shown in order of importance)
    • Confirmation of need
    • Minimal/manageable competition/will it scale?
    • Ability to produce product/service
    • Short time to start up

Note: The slide deck you submit as your entry does NOT need to be used in the final competition—it is recommended that you do not!