*Please submit your business case, limited to 2-3 pages.*

**Business case should include:**

* Company description: Overview of the business, including founders, management and structure
* Core technology or service
  + What is the technology offering?
  + What specific need does the technology or service address?
  + How does the technology or service differentiate from existing solutions?
* IP status: Summary of patent filings and strategy
* Commercial Plan: Competition, market description (size, growth rate) and future market expansion
* Financial plan: Funding needed to reach next major inflection point; timeline for spending and raising funds