

# BEFORE YOU START

Project Name or Description

***One-sentence description of the idea (Tag Line)***

***Business Idea Website (if applicable)***

**Team Members:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role** | **University** | **Program of Study** |
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|  |  |  |  |

**<Date>**

# ABOUT YOUR BUSINESS

**Elevator pitch**

*5-10 bullets point to spark interest: major accomplishments, facts, sales, customers, breakthroughs*

**Describe the product / service that you offer**

*What problems/needs it is addressing. What are the barriers to entry. What are the specific product characteristics e.g. technology used, differentiating factors, etc.*

**Maturity level**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Idea Stage | Mockups | Functional Prototype | Alpha/beta version | Fully deployable |

**Total Addressable Market**

*Characteristics, size, growth rate*

**Competition**

*What already exists in the market direct-indirect competition?*

**Competitive Advantage**

*How is the proposed idea different from competition? Indicate how the proposed idea is better than existing technology, improves R&D, improves the efficiency/effectiveness of existing products, and saves time and/or money.*

**Market Served, Target Customer**

*What is the target market? Describe your ideal customer.*

**Other Markets/ Applications**

*Are there any other markets/applications for the proposed idea (beyond the above)?*

**Customers and Partnerships**

*Have you tested the product/service in the market? How? Have you tested the product/service with a strategic customer? Describe existing and potential customers. Describe existing and potential partnerships.*

**Revenue model**

*What is your revenue model?*

**Key priorities/actions for the next 6 months**

*What does it take to get your business off the ground? What are the priorities in terms of a) product development; b) sales and marketing; c) other (if any)*

# ABOUT YOUR TEAM AND WHY YOU ARE STARTING UP

**Team, Key Staff Members, Roles/Profiles.**

*Experience highlights, LinkedIn profile, experience of the team in the specific market, experience working together, roles and commitment of the team, e.g. full-time, part-time, etc.*

# ABOUT YOUR NOVELTY (SPECIFICALLY FOR RESEARCH STREAM/ COMMERCIALIZATION OF RESEARCH RESULTS)

**Is there a patent or can it be patented?**

|  |  |  |
| --- | --- | --- |
| *Patent exists* | *Patent pending* | *Can be patented* |

**Novelty**

*Novelty based on initial searches in free web sites*

*Recommended resources:*

*Patents: Google Patent, USPTO, ISI Web of Knowledge, Derwent, WIPO*

*Publications: PubMed, SciFinder, lab web site, abstracts from industry conferences*