

Technology Alliance Innovation Showcase Application

Innovation Name or Company Name:

Contact Info:

Innovation or Company Profile:

Industry Area:

Employees:

Year Founded:

Capsule Financial Information:

Capital Raised if Any:

Capital Seeking:

Advisors:

Referred by:

Submitted by:

One Line Description:

Describe in one sentence what your innovation does, for whom, and a brief description of how you do this.

Business Summary:

Assuming this innovation is now a business—please give, in layperson terms, a one-paragraph summary of what product/service the business will offer, who the target customers will be, why they would buy it, how you will sell it, and how you will make money.

Problem/Solution:

Show why there is a real need for your offering, especially using any data gathered directly from reputable sources. How does your offering solve this big and important problem? Present it from a customer point of view.

Management:

Highlight the relevant experience of team members. Explain how you plan to round out your team. Describe your approach to having a Board of Advisors and list advisors if you have them.

Competitive Advantage:

Describe how your innovation is truly new and distinctive, and how your product or service is innovative. This is the time to describe the technical advantage or “secret sauce” that makes your solution so superior. Describe your technology or innovation in layman’s terms, but include relevant and unique characteristics.

Market Need and Opportunity:

Estimate the market size and growth rate. Describe how the market is segmented and which segment you will go after first and why. Make sure you are only describing the market relevant to your innovation, or what we call the addressable market.

Competition

Describe your competitors in this space. Sometimes the competition is doing things the old way or not at all. Sometimes the space has many competitors, which usually means it is a bigger market

Go-to-Market Strategy:

Describe the strategy and methods for launching your offering, including the initial customer segments, how you plan to target them, and your planned sales process. Give your plan for market traction if that has been developed.

Revenue Model:

How will this innovation make money? Provide the essence of your revenue model, including any applicable key metrics you may have. Examples are: anticipated revenue, cost of goods sold, and gross profit per unit; cost of customer acquisition; etc.

Growth and Scaleability:

Explain how your innovative business would grow to larger sales volume, possible additional markets & distribution channels, and expanded product lines. Discuss the conditions that will enable your business to reach profitability and scale to higher profit margins over time.

Projected Financials: In Thousands (000) in USD - US Dollar

Financials* (\$)	20[]	20[]	20[]	20[]	20[]
Revenues					
Expenditures					
Net					