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**Student Startup Competition 2020**

**Form to collect information on your business idea/startup**

**When you have filled out this form, please save it as PDF and then proceed to the Typeform application form found** [**here**](https://theforge.typeform.com/to/i2Omo3)**.**

1. **Your name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **Your email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **What is the name of your company** (Don’t worry you can change the name of your company after joining the competition, if you don’t have a name finalized use your own name and Co., for example “Samantha Co.”)**?**
4. **Do you have a website or social media pages for this company/business idea, if yes, list all of them below.**
5. **What stage are you at?**
* Idea or market validation, working on a prototype **or**
* Early prototype, first sales
1. **Describe the problem you are addressing.**
* Description of the problem
* Who has the problem?
* Why do current solutions fail to address the problem?
* What is the value (created or saved) in solving the problem?
1. **Describe your solution to the above problem.**
* How does your solution address the customer pain points?
* What unique benefits do customers realize when they use your product? (Benefits are not the same as features. E.g. "This car has airbags" = feature; "This car has the highest front-end crash safety rating in the market" = benefit)
1. **Describe your ideal target customer(s)**
* Who suffers the problem you are addressing?
* Are you selling to businesses (B2B) or consumers (B2C)?
* Why are they ideally suited to adopt your solution?
1. **How have you validated the key assumptions and insights with your problem, solution, and target market?**
* What have customers told you about this problem?
* What was their reaction when they saw or heard about your solution?
* What evidence do you have that the target market wants your product?
1. **What is the size of the market opportunity?**
* What is the current demand for this product?
* What is the market currently spending to solve this problem?
* If applicable, what would the new market potentially spend to solve this problem
1. **What channels will you use to access your target customer?**

• How will your customers find out about your product?

• How will your customers buy your product?

• How will your customers make the journey from discovery to purchase?

1. **Describe your revenue model.**

• How will you make money?

• Recurring revenue, repeat, or one-time sales?

• How much will you charge?

1. **Describe your cost model.**

• What one-time costs will you incur to deliver a product or service to a customer?

• What recurring costs will you incur delivering a product or service to a customer?

• What will it cost to acquire a customer?

• What developmental costs are you anticipating?

1. **Describe your closest competitions and alternatives to your solution.**
2. **What competitive advantage do you have (or do you plan to have) over your competition?**

• Why is your solution hard to copy?

• What barriers would competitors face if they tried to compete?

1. **Describe your team.**
* Why is your team capable of delivering a solution to this problem?
* What relevant experience does your team have?
* How are you covering any skill or experience gaps?
* What team members or advisers do you anticipate adding to your team?
1. **Why do you want to join The Forge?**
* What support or assistance are you looking for?
* What are your goals and how can we help?