Application Part Two

Please complete the application below along with the online application form and submit to Libby-Santin@utc.edu by October 2, 2020.

Name of Your Venture/Business:

Team Member #1 Information *(Minimum 2 members; Maximum 4 members)*

Name:	Major:
Exp. Graduation Date:	UTC ID:
UTC Email:	Mobile Number:

Team Member #2 Information *(Minimum 2 members; Maximum 4 members)*

Name:	Major:
Exp. Graduation Date:	UTC ID:
UTC Email:	Mobile Number:

Team Member #3 Information *(Minimum 2 members; Maximum 4 members)*

Name:	Major:
Exp. Graduation Date:	UTC ID:
UTC Email:	Mobile Number:

Team Member #4 Information *(Minimum 2 members; Maximum 4 members)*

Name:	Major:
Exp. Graduation Date:	UTC ID:
UTC Email:	Mobile Number:

Concept Overview (75 words)
Your response should include the following:

- What is your business idea?
- What is the problem you are solving or the need you are satisfying?

Product or Service (250 words)

Your response should answer the following:

- What is the product or service?
- How will the product be produced or service performed?
- What are the features and benefits of the product or service and its potential drawbacks?
- What are the unique aspects of your product or business?

Market Opportunity (250 words)

Your response should answer the following:

- Describe your industry – size, trends, growth, etc.
- Describe the characteristics of your customer (location, age, income, lifestyle, etc.)
- How will your product or service be priced and why?
- How will you promote your product or service?

Competition (250 words)

Your response should answer the following:

- Who are your competitors?
- What is innovative about your product or service? How does it differ from the competition?
- Compare and contrast the strength/weaknesses of your business and your competitors.
- How easy can others compete with you?

Management and Operations (250 words)

Your response should answer the following:

- Identify the key persons and skills needed to implement your idea.
- How will your product or service be created and how will it be delivered to your customers?
- What physical facilities or technology are needed to produce or deliver the product or service?