

2nd Entrepreneurship Clinic and Biomaterials Pitch Competition

Application form

Please Submit your Application No Later Than March 15th to:

Nima.khademmohtaram@uwaterloo.ca

People who would like to present to pitch competition should complete the following rules.

- *The applicant should not be a professor. Undergraduate, Graduate and Postdoctoral Fellows currently enrolled in any Canadian Institutes, universities are eligible to apply.*
- *The applicant should present an idea or a concept at the pre-prototyping step or a project or service at the pre-commercialization step. The product should not have been commercialized and already in market.*
- *The applicant should pitch the idea, present how to turn this idea into a product and how to commercialize it. It is NOT an academic presentation.*

1. **Problem** – What is the major problem that you are solving and who has defined this need to you?
2. **Market** – What is the size of the market that your solution will be addressing?
3. **Team** – Please describe what each member of you team brings to the table and if you have a scientific/KOL and/or business advisory board. Please list the latter.
4. **Technology / Solution** – Please describe your concept or solution and how it addresses you target market and how it solves the problem. If you have or are planning to file patents and have a regulatory plan please describe it here.
5. **Customer / Revenue Model** – Please describe who your customers are and your business/pricing model for selling your product or solution to these customers.
6. **Go To Market** – Please describe how and through what channels you will be employing to get to your customer base. What is your health regulation pathway? If you have a cost for customer acquisition please note it here.

7. **Competition** – Who are your competitors and how do you stack up against them
8. **Value Proposition** – How do you differentiate your solution from the competition and what is your value proposition that your customers will identify with- how your differentiation addresses the problem
9. **Financials** – Please provide your sales / cost / profit projections. If you are at a stage to raise money please provide your Ask, what you will be spending it on , cash flow and exit strategy.
10. **Milestones** – Please provide key milestones in your product development and business

PRIMARY CONTACT PERSON'S INFORMATION

First Name:

Last Name:

E-mail:

Affiliation: