

# CONVERGE

## Converge Sample Application Form

### Question 1

Non-confidential summary (100 words)

- Please provide a brief summary of your project and product/service.

### Question 2

Marketing Information

- Please provide your business description in 280 characters, in the style of a Twitter bio.

### Question 3

Your Business proposition (500 words)

- What is your product/service?
- What problem does your product/service solve?
- What is your Unique Selling Point?
- What is the “innovative” element of your product/service?
- What is your competition and why is your idea “better”?
- What stage of development is your product/service (e.g., idea, proof-of-concept, prototype, market-ready)?
- What is your Intellectual Property position and IP strategy?
- Please provide details of any previous funding/investment received

### Question 4

Your Customers (250 words)

- What is your target market?
- Who are your customers? (Is your customer also the end user?)
- Have you spoken to your customers/end users?
- What is your proposed route to market?
- What is your proposed business model?

### Question 5

Resource Planning (250 words)

What resources do you require to make your business “market ready”? For example:

- Funding
- Current and future team
- Skills/expertise
- Equipment
- Premises

**Question 6**

For Impact Challenge applications only (200 words)

- Please provide a summary of your project's social or environmental aims.
- Detail the kinds of benefits you would plan to deliver to individuals, the communities and/or the environment.