

**Question 1**

Non-confidential summary (100 words)

- Please provide a brief summary of your idea for an innovative new product/service.

**Question 2**

Marketing Information

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

**Question 3**

Your Business proposition (500 words)

- Describe your idea for a product/service
- Describe the problem your idea solves
- How is your idea innovative?
- What stage of development is your idea? (e.g., concept stage, prototype stage)
- How will you prevent others from copying your idea?
- How would this idea make money?
- Please provide details of any previous funding/investment received

**Question 4**

Your Customers (250 words)

- Who is likely to buy your product/service?
- How have you interacted with your potential customers?
- How will you get your product/service to your customers?

**Question 5**

Resource Planning (250 words)

- What do you hope to achieve in the next 12 months to develop your business idea?
- In which areas do you need support to meet your 12-month plan?
- How much money do you think you need to get your idea to the next stage of development? (e.g., from concept to first prototype; from prototype to minimum viable product)
- What skills/team do you need to turn your idea into a business?
- What other resources will you need to develop your plan? (e.g., lab access, equipment, software, etc.)