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**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** (not words), 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**

Your Impact (250 words)

* Please provide a summary of your project’s social, cultural, educational or environmental impact.
* Detail the kinds of benefits you would plan to deliver to individuals, the communities and/or the environment. For the Net Zero Challenge, please specify how you will contribute to the Net Zero goal.