**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
* If relevant, what is the potential social, cultural, educational or environmental impact of your idea?
* 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.)

Attachments (Optional): You may upload a single image file equivalent to 1-2 pages in length to help the judges visualise your product or service more clearly. Examples include pictures of a prototype/product, process map, app mock-ups, sample product specification sheet for customers and logos. You should not upload spreadsheets or text documents.