

CONVERGE

Create Change 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 or what market gap does your product/service fill?
- What is your Unique Selling Point?
- What is the “innovative” or creative element of your product/service?
- What is your competition and why is your idea better or unique?
- What stage of development is your product/service (e.g., idea, proof-of-concept, prototype, market-ready)?
- How will you protect your idea (e.g., intellectual property rights such as design rights)?
- 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?
- How will you get your product/service to your customers (proposed route to market)?
- How will your business be financially sustainable (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.