

Team Application

FINGER LAKES REGIONAL CONTEST

Team/Company Name:

Category and Justification (see following page for category definitions):

Business and Business Model

1. **Structure:** What is the structure of your company?
2. **Value Proposition:** What is your company's key value proposition (e.g. lowest cost, highest reliability, best performance, etc.)?
3. **General Description:** What is your business model? Describe how your business makes money and how it will assure great and long term profits for the future.

Product/Service

1. **Product/Service:** What is your product/service offering?
2. **Function and Benefit:** How does your product/service work? Define and quantify key benefits (e.g. cost, performance, technical, etc.) for customers.
3. **Development Stage:** Where is the product/service in its evolution (e.g. idea/conception, proof of concept, fully tested prototype, etc.)?

Competitive Position

1. **Competitors:** Who is your competition?
2. **Edge over Competition:** What makes you better than other companies currently in the market?
3. **Sustainability:** Is this competitive position sustainable?
4. **IP Protection:** How will you protect your proprietary information?

Markets

1. **Target Market:** What markets and market segments are you targeting? How big are these markets and how can you sustainably capture them?
2. **Barriers to Entry:** What are the key market barriers and how will they lend to your success?

Customers

Who are the specific customers that you are pursuing or will pursue? Do you have any letters of interest and/or intent to purchase?

Please make sure to review the track categories before making a selection, and provide a brief justification of how your team qualifies to compete in your selected category:

Academic Institution:

Academic Advisor:

Please indicate the academic makeup of your team (graduate vs. undergraduate students):

Student Team Member Name(s):

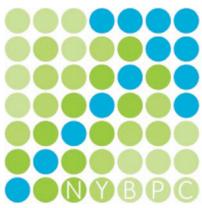
Cell Phone for Each Student:

Email Address for Each Student:

Please do not exceed 2 separate, typed pages.

Submit completed applications to matthew.spielmann@rochester.edu by **Sunday, March 13, 2016 at 11:59 PM.**





Track Definitions

FINGER LAKES REGIONAL CONTEST

Student teams from New York’s Capital Region that meet the eligibility requirements below are invited to submit applications for their idea or venture under one of the following six categories. Students are asked to indicate their category selection on their application. Selection of an inappropriate category could be considered grounds for disqualification by the judges. Please include a one sentence explanation for your selection of category.

1. Information Technology/Software

o Any idea, technology, product, and/or service that relates to apps, informational technology, software, and/or internet applications in for profit enterprises.

**If the value that your company provides lies in the creation of or is delivered through an app, then you belong in this category.

- Examples: An app that helps pairs potential roommates, a website/app that uses social media to collect payments from friends, a web service designed to tailor resumes for specific jobs, file sharing service.

2. Biotechnology/Healthcare

o Any idea, technology, product, and/or service that relates to healthcare, biomedical, pharmaceutical, and/or life science applications.

- Examples: New method for testing pharmaceuticals, all-natural mosquito repellent, CPR training services, physical therapy massager.

3. Energy/Sustainability

o Any idea, technology, product, and/or service that relates to energy, clean energy, renewable energy, energy efficiency, environmental, and/or sustainability applications.

- Examples: Composting subscription service, LED manufacturing technology, lithium ion batteries, clean energy crowd funding service.

4. Nanotechnology/Advanced Technology

o Any idea, technology, product, and/or service that relates to materials science, advanced hardware, semiconductors, optics, and/or electronics applications that are not applicable to Biotechnology/Healthcare and Energy/Sustainability. These products and processes have been likely developed after years of laboratory research and have patent protection.

- Examples: High-performance skis coated with nanomaterial, data transmission device, vibration detector

5. Social Entrepreneurship/Non-Profit

o Any idea, product, and/or service that addresses a social need, for which profit is not the primary motivation, or provides a product/service for nonprofits. If formed, the venture would be either a Benefit corporation or be eligible for 501(c) status. Apps and websites with non-profit missions should compete in this category .

- Examples: Selling a good or service that raises awareness and donates significant portion of the revenues to a cause, organization that provides financial literacy training, cooperative non-profit coffee shop, bike trail, a website to connect community members with volunteer opportunities.

6. Products/Services

o Any idea, product, and/or service that does not fit any of the other categories falls into the Products/Services category.

- Examples: Workout equipment, bakery, brewery, dessert delivery service.

Please make sure to review the track categories before making a selection, and provide a brief justification of how your team qualifies to compete in your selected category.

For more information about the statewide New York Business Plan Competition, please visit www.nybplan.com.



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ALBANY LAW SCHOOL



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Sage Graduate Schools