

**To which competition are you applying? \***

*Select all that apply.*

- Forbes Entrepreneurial Competition
- Mark Ain Business Model Competition

## APPLICANT INFORMATION

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**Name \***

First

Last

**Email \***

**Address**

Street Address

Address Line 2

City

State / Province / Region

ZIP / Postal Code

Country

**Phone**

**Major or Degree Program \***

**Class Year \***

*Actual or expected.*

**Applicant Type \***

*Note that only undergraduates may enter the Forbes Competition.*

- BA
- BS
- MA
- MS
- MBA
- PhD
- Other (Examples: e5, Take 5, etc.)

**We strive to host inclusive, accessible events that enable all individuals, including individuals with disabilities, to engage fully.**

Please use the space below to request an accommodation or for additional inquiries about accessibility, please contact us at [AinCFE@rochester.edu](mailto:AinCFE@rochester.edu).

## TEAM INFORMATION

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**Team and/or Company Name \***

### Team Members

*If you are working with a group, please fill out the following information for each member by clicking the plus sign along the right. Do not include yourself in this list.*

Name	Degree Type (BA, MS, etc.)	Major	Class Year	Email	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> ⊕

**Explain what makes your team ideal to build this business. \***

**Is this venture based on coursework? \***

- Yes
- No

**By checking this box, all team members agree to the rules and guidelines of the competition (as stated in the Competition Information section). \***

- All team members agree to the competition rules and guidelines.

## BUSINESS PLAN INFORMATION

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**Industry \***

**One-Line Business Pitch \***

0 of 350 max characters

**Customer Problem \***

0 of 400 max characters

**Your Solution \***

0 of 800 max characters

**Target Market \***

*Include market size, growth rate, segmentation and market structure where applicable.*

0 of 800 max characters

## Marketing and Sales Strategy \*

0 of 800 max characters

## Business Model \*

0 of 500 max characters

## Competition \*

0 of 800 max characters

## Competitive Advantage \*

*List barriers to entry, any patent information, and/or pertinent technology.*

0 of 800 max characters

## Funds Needed

## Intended Use of Funds

## Financial Snapshot

*Please include income statement and balance sheets. Show total revenue, total expenditure, and net for each year over a five-year projection period.*

No file chosen

Max. file size: 20 MB.

## Exit Strategy

0 of 500 max characters

## ADDITIONAL DOCUMENTS

If you have any additional documents you would like to share, please upload them here. Be sure each file name is clearly labeled with your team name and type of document.

Additionally, please be sure that your additional documents contribute new information to your executive summary. In other words, do not attach documents that expand upon the questions already asked.

Acceptable documents include prototype schematics, photos of your product, or similar materials.

Documents will be shared with judges by the discretion of the competition organizers.

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### File

No file chosen

Max. file size: 20 MB.

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No file chosen

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No file chosen

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