



***Venture Idol Competition Application
Indiana Entrepreneurship Week
October 28, 2008***

Company/Innovator's Name:
Primary Contact:
Title:
Company Address:
Contact Phone Number:
Contact E-Mail Address:

- I. **Product/Innovation Description:** Describe the product or service; what is the problem (pain in the market) the product solves, what is unique about your solution, what is the value proposition to customers? Is the product evolutionary (advancing existing products) or revolutionary (will change or create a new market)?
- II. **Market:** Describe the target market, size of the market opportunity, how you are better than competitors, and how your innovation makes someone's (your customer or end user or the general public) life easier or better?
- III. **Idea/Product Protection:** What is proprietary about the product/idea and are there any barriers to entry by competition?
- IV. **Management Team:** Describe the background, business and/or technical expertise, and experience of the management team.
- V. **Financial Projections:** What kind of growth do you expect after the product is brought to market? - what will your gross revenue be (if any) next year, and for years 2, 3, 4, 5?
- VI. **Big Idea:** How will your innovation change a market (either for businesses and/or consumers)?

Applications Due by September 17, 2008

Please direct your completed application or any questions to info@ventureclub.org.

