

*GUIDANCE DOCUMENT*

*Use the information provided here in red to help you complete the Application Form.*

**Sports Innovation Challenge: 2017/18 Entry Form**

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| --- | --- |
| **Personal Details** | |
| **Name** |  |
| **University** |  |
| **Course** |  |
| **Type of student** | Undergraduate  Postgraduate  Graduate (if a graduate, please indicate when you graduated) |
| **Email** |  |
| **Contact Telephone Number** |  |
| **Have you ever engaged with any other Support Agencies (e.g. SIE, Scottish Enterprise, HIE, Converge Challenge etc.)** | Yes No  If you selected yes, please specify: |
| **Have you entered the Challenge before?** | Yes No |
| **Business Details** | |
| **Business Name** | * Even if you don’t have a formal business name, please provide a name for your idea |
| **Is the Business trading?** | Yes No |
| **What is your role?** | * Are you the Founder/CEO/Other? |
| **Other team members?** |  |

*Please answer each section and state the word count. There is no right or wrong answer, we are looking to test your knowledge, market awareness and passion.*

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| **Your Innovative Idea (max.100 words)** | | |
| * Outline your business idea in a way that catches attention * What makes your idea innovative? * What problem have you solved or what opportunity have you identified? * What is the want/need for your idea?   **Word Count:** | | |
| **Your Business (max.400 words)** | | |
| * What stage are you at (idea, proof-of-concept, prototype/service design or fully developed)? * What is the business USP (Unique Selling Point)? * Who are your competitors? * What is your competitive advantage? e.g. what does your product or service have or do differently that will give you an advantage over your competitors? * How will your business make money? * What will you charge and why?   **Word Count:** | | |
| **You (Max. 150 words)** | | |
| * Tell us about yourself and your background. * Why are you the person to take this idea to market? * Why do you want to develop your idea?   **Word Count:** | | |
| **Your Target Market (max. 100 words)** | | |
| * Who are you looking to sell to? (Customers? End Users?) * Why is this your chosen target market?   **Word Count:** | | |
| **Your Route to Market (Max. 100 words)** | | |
| * How do you intend to sell your product/service to your customers (e.g. online, direct, 121, retail?)?   **Word Count:** | | |
| **What is your elevator pitch?** | | |
| * An elevator pitch is an overview of a product, service or project covering all critical aspects * It should last no longer than 20-30 seconds * For example, “Turtle Pack is a fun swimming aid designed for children aged 3-6 which aims to remove anxiety, build confidence and develop important life skills” | | |
| **Any additional comments (max. 200 words)** | | |
| * Use this space to include any additional thoughts or information that you feel will enhance or benefit your application   **Word Count:** | | |
| **Final Details** | |
| **Can you confirm you have read the Terms and Conditions?** | Yes No |
| **Can you confirm you can attend either of the Pitching Coaching Dates?**  (Tuesday 22nd May 2018/Wednesday 23rd May 2018) | Yes No |
| **Can you confirm you can attend the Final Pitching Event of The Sports Innovation Challenge?**  (Thursday 31st May 2018) | Yes No |