

*GUIDANCE DOCUMENT*

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

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

|  |
| --- |
| **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 [ ] NoIf 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.*

|  |
| --- |
| **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 |