

WHERE NEW YORK'S MOST PROMISING COLLEGIATE
ENTREPRENEURS AND STARTUP COMPANIES COMPETE.

Team Application

Name of team/company:

Technology on which company/group is based:

Business and Business Model

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

Product/Service

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

Competitive Position

1. **Competitors:** Who is your competition?
2. **Edge over competition:** What makes you better than other firms out there?
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 going after? How big is this market and how can you sustainably capture it?
2. **Barriers to Entry:** What are the key market barriers that will lend to your success?

Customers

Customers are the key to strong profits. Who are the specific customers that you are pursuing or will pursue? Do you have any letters of intent to purchase?

Name of Academic Institution:

Name of Company/Group:

Name and Title of Presenter:

Address, City, State Zip:

Phone:

Fax:

Email:

For more information about the competition, please visit: www.nybplan.com.

Please do not exceed 2 pages. Send completed application to Nicholas Querques at nquerques@albany.edu.

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UNIVERSITY AT ALBANY State University of New York

 BINGHAMTON
UNIVERSITY
STATE UNIVERSITY OF NEW YORK

 Canisius
COLLEGE

 Clarkson
UNIVERSITY

 LONG ISLAND
UNIVERSITY

 NYIT
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 PACE
UNIVERSITY

 R.I.T.

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