**Business Idea Competition Application Form**

The information contained in this form is confidential.

**1) Read the guidelines and familiarise with the rules of the competition.**

2) **Fill the application form and send to** manchester@nwbiotech.co.uk

**Applicant Details:-**

| **Captain Details** | |
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| **First Name:** | **Surname:** |
| **University:** | **University email:** |
| **Programme/Course** *(e.g. BSc Biotechnology)***:** | |
| **Faculty:** | **Department:** |
| **Have you applied to other competitions? Y/N** | **Details of name and dates:** |

| **Would your team like to join the Elevator Pitch competition?** | **Y/N/We will decide on competition day** |
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| **Team Name** | | | |
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| **Team Members** (It is mandatory to have a team size of 1 or 4 participants)- What are their roles? | | | |
| **Name** | **Faculty/School** | **Degree** | **University email** |
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| **Technology** |
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| 1. Describe the Idea/technology. Explain what makes it unique.  *This should be a non-technical description and may be used as a summary of your project within the NBI competition for a range of audiences.* (Maximum 200 words). |
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| **Problem** |
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| 2. Describe the problem addressed by your idea/ business. Why is your business idea valuable? (Maximum 200 words). |
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| 3. What alternative solutions are currently on the market that address the problem? (Max 300 words). |
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| **Product/Service** |
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| 4. How does your idea differentiate/is better than the current options and how can you commercialise it? In which stage is your start-up now? Is your concept proved? How are you going to implement R&D? Are you ready to ask for funding (it is ok if you are not, you can still participate)? What is your MVP? (Maximum 500 words) |
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| **Customer Details** |
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| 5. Who is your customer? Who will pay for your product/service? How do you know your product or service is something customers want or need?. Please include details of any market research/feasibility testing that you have completed for your product. (Maximum 200 words). |
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| **Additional Information (OPTIONAL)** |
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| 6. Provide any additional information about your Idea/Technology that is relevant for the competition. For exampleIf you win the big prize, how would you spend it?(Maximum 300 words). *(Images, Logo, Links to website and other relevant material can be added in this section to illustrate your point).* |
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**\*By sending this application to manchester@nwbiotech.co.uk, the participating team attest that they have read, understood and agreed with the Terms and Conditions of the competition.**