

IBIC x NWBI Business Idea Competition Application Form

The information contained in this form is confidential.

- 1) **Read the guidelines** and familiarise yourself with the rules of the competition.
- 2) Fill in the application form and send to manchester@nwbiotech.co.uk

Applicant Details:-

Team Captain Details	
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			
Team Members (It is mandatory to have a team size of 1 or 4 participants)			
Name	Degree & Faculty/School	Roles in the team/startup	University email
Captain name			

Technology
<p>1. Describe the Idea/technology. Explain what makes it unique.</p> <p><i>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).</i></p>

Problem

2. Describe the problem addressed by your idea/business. Why is your business idea valuable? What will the impact be on the north-west's industrial biotechnology sector? (Maximum 200 words).

3. What alternative solutions are currently on the market that address the problem? (Max 300 words).

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Product/Service 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 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).

Additional Information (OPTIONAL)

6. Provide any additional information about your Idea/Technology that is relevant for the competition. For example If 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).*

***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.**