# Working Draft for Online Submission: Impact Innovations Application

If you are unable to complete our online application in one sitting, you can use this document to hold drafts of your answers. Please note that this document is only for use as a working draft and we do not accept it as an application.

## Project or Business Name

### For unformed entities, give the name you plan on giving to the startup. If you don't have one yet, write your last name and we will help you choose a name later.

### For formed entities: give the formal name of the business entity.

## Primary Contact

### Please type the name of the person who would act as the business lead throughout the term of the program. This should match the name submitted on the Startup Team Member Profile.

## Other Team Members

### Please list the names of any team members who would be working with us throughout the term of the program. These should match the names submitted when your team members filled out Startup Team Member Profiles.

## Team Success

### Describe the skills and/ or experiences that enable you and your team to be successful in this endeavor.

## One-Liner

### Describe your business or project idea in one sentence.

## The Problem

### Briefly describe the problem that you’re addressing, in 200 words or less. What local or global issue catalyzed you to pursue this endeavor?

## Why this problem?

### Why is solving this problem important to you?

## Solution

### Please provide a brief summary of your innovation including how it makes an impact.

### Idea Foundry acknowledges the proprietary nature of the information you disclose and we will use this information for evaluating your entry into the selected program. However, this application does not represent a Non-Disclosure or Confidentiality Agreement.

## Stakeholders

### Who are your stakeholders? Where are you making a difference, and whom does it affect? Does your innovation affect any additional beneficiaries which are not your paying customers?

## Competitors

### Have you identified your competitors? What is the competitive advantage of your innovation? What makes your business unique?

## History

### Please provide a brief history of the idea/innovation from conception to its current state so that we may understand the evolution of your concept.

## Invention Disclosures

### If applicable, has an invention disclosure been filed with the university or employer? Please provide details such as dates, etc. If an invention disclosure has not been filed, please explain why.

## Other Programs

### Are you currently involved in any other accelerator programs, partnerships, or collaborations – within or outside of a university? Please provide details (e.g. program names, funding received, use of proceeds, etc.).

### Note that Idea Foundry does not perform its advising services concurrently with other programs. We believe entrepreneurs in early-stage startups are best served by having one major adviser at a time.

## IP Protection

### Please describe steps taken, if any, around intellectual property protection.

## Investor Interest

### Have any companies or investors expressed interest in the innovation?

## Project Stage

### What stage is your business currently in?

**Options:** Concept, Prototype, Pilot, Commercial ready

## Greatest Hurdle

### What do you anticipate as the greatest hurdle to developing your idea?

## Cash Needed

### Identify the total dollar amount of cash you think you need to get through this stage of business development.

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## Use of Cash

### Please indicate the categories for which you plan to utilize the cash as well as your estimated amount for each category. For example: legal fees, equipment, supplies, web design, marketing, accounting fees, etc.

## Standard Services Needed

### Select which standard business development services you think would be most helpful in the advance of your innovation.

**Select any of:** Assistance with filing a grant application; Market/Industry Research; Customer Discovery; Competitive Landscape; Partner Strategy; Business Planning/Strategy; Financial Strategy; Freedom to Operate Analysis / IP Landscape; Technical Expertise; Legal Expertise; Marketing Strategy

## Custom Services Needed

### If you need any help that wasn't specifically identified in the list above, explain below.

## Development Timeline

### Please describe the timeline for development (e.g. major milestones, dates of completion, etc.).

## Attachments

### In the online form you will be able to supply any of the following.

* Executive Summary: We expect this of applicants that are at a more mature stage.
* Business Plan: We expect this of applicants that are at a more mature stage.
* Supporting Documents: Any additional documents that you think would be helpful for us to understand your proposition, e.g. pitch decks, research studies, images/figures/charts, etc.