

# TITLE PAGE

BUSINESS IDEA NAME:

MAIN TEAM MEMBER:

Full Name

Email

Contact Number

AUT Student ID number:

OTHER TEAM MEMBERS:

OTHER TEAM MEMBERS:

OTHER TEAM MEMBERS:

OTHER TEAM MEMBERS:

Note: Must include student ID number and other details listed on the left.  
You may design the page using images or any other way you see fit.

What is the problem you are trying to solve?  
How many people are affected by this problem?  
Why hasn't this been solved already?  
Show us you understand the problem!

Word Count: 500 max

# PROBLEM

Note: The word count is 300-500 words, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.

Who is your customer and target market?  
Who are the early adopters?  
What demographic or behavioural data have you collected?  
Have you spoken to customers or conducted customer interviews?  
Tell us about the insights you have gained.

Word Count: 500 max

# CUSTOMER

Note: The word count is 300-500 words, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.

What is your product?

Is it a service, digital, social enterprise or physical product?

Tell us about the features of this product and explain why your solution solve the problem area you have identified for your customer.

Word Count: 500 max

# SOLUTION

Note: The word count is 300-500 words, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.

What makes your idea unique?

What are the benefits for your customers?

What makes you the right person to start this idea?

Explain your unique advantage and why your idea will change the world!

Word Count: 500 max

# ADVANTAGE

Note: The word count is 300-500 words, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.

How big is the market you are trying to address?  
How big is the problem?  
Show us that you understand the market you are trying to get into.

Word Count: 500 max

# MARKET ANALYSIS

Note: The word count is 300-500 words, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.

Who are your competitors? e.g Direct or Indirect.  
How are your customers currently using the alternatives to solve their problems?  
What are their strengths and weaknesses?

Word Count: 500 max

# COMPETITION



**COMPETITOR**  
Description:



**COMPETITOR**  
Description:

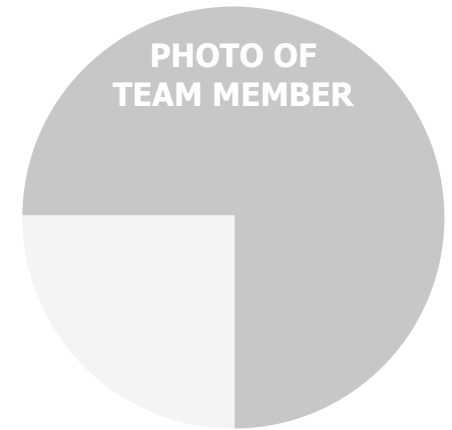
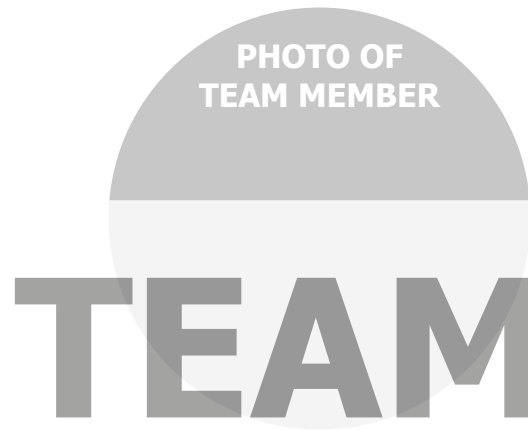
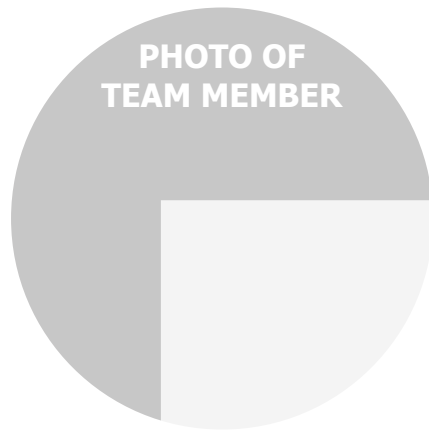


**COMPETITOR**  
Description:

Note: The word count is **300-500 words**, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you

Who else is on your team?  
Who is advising you?  
What are their strengths and experiences?  
Show us why you are the right team to take this idea further.

Word Count: 100 words max per team member.



**NAME OF TEAM MEMBER**

Description: 100 words max.

**NAME OF TEAM MEMBER**

Description: 100 words max.

**NAME OF TEAM MEMBER**

Description: 100 words max.

Note: The word count is **100 words** max about each team member, anything over will be automatically disqualified. Must include photo of each team member. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.



How is the product/service getting to customers?  
Are you selling direct or through a distributor or retail channel?  
What is your strategy of launching your product/service?  
How would you use the prize money if you were to win?

Word count: 500 words max

# DISTRIBUTION

Note: The word count is **300-500 words**, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you

What milestones have you achieved so far?  
What sort of traction have you had with your idea?

Word count: 300 words max

# MILESTONES

DATE/KEY ACHIEVEMENT



DATE/KEY ACHIEVEMENT



DATE/KEY ACHIEVEMENT

Note: The word count is **300 max**, anything over will be automatically disqualified. Please use font size of 12 or higher that is easy to read. You may design the page in any way you prefer.