



STARTUP CHALLENGE

— 2016 —

STUDENT DIVISION APPLICATION QUESTIONS

1. Please give a brief description of your company.
2. What is the customer problem you are solving? Who has the problem, and how important is it to them?
3. What is your solution (product/service) and how does it address the problem?
4. What is your competitive advantage?
5. How will you make money?
6. Who is on your team and what are their backgrounds (founders, employees, partners, advisors)?
7. What have you accomplished so far in the development of your company?
8. What are your key milestones for starting your business, with dates?
9. How much money will you need to get to the market or to your next stage of development?
10. What sources of financing are you seeking?
11. How will these funds be used?
12. What are the monthly sales revenues for your company? (Current, 6 months, and 12 months)?
13. What is your expected break-even date? (month and year)