

CAMPUS JUMP START
BUSINESS MODEL CONTEST: ENTRY TEMPLATE

1. Problem to Solve/Opportunity:

Describe your problem and why it has commercial potential.

- Scoring criteria (shown in order of importance):
 - Readily definable problem(40 marks)
 - Clearly defined and affected market(30 marks)
 - Highly compelling solution(20)
 - People will clearly *pay* to have problem solved(10)

2. My Solution (product or service)

Describe your proposed solution to the problem (product or service).

- Scoring criteria (shown in order of importance)
 - Clearly defined solution/link to problem(40 marks)
 - Feasible product/service--If technical—there is existing or achievable technology(30)
 - Lowest possible start-up cost(15)
 - Fewest possible number of people to start up(10)
 - No major circumstantial obstacles (e.g., legal)(5 marks)

3. Why My Solution Will Work

Describe how your product or service solves the problem.

- Scoring criteria (shown in order of importance)
 - Confirmation of need(40 marks)
 - Minimal/manageable competition(30 marks)
 - Ability to produce product/service(20 marks)
 - Short time to start up (10 marks)



