



CELEBRATING TEN YEARS
JOHN EDWARDSON, '72
SOCIAL NEW VENTURE
CHALLENGE

SNVC Application Questions

- SNVC COMPANY/TEAM NAME
- HOW MANY TEAM MEMBERS DO YOU HAVE?
 - Please list all the participants who contributed significantly to the business idea (*list main contact for your team first*)
 - *The review system will give you the option to allow team members to edit the application. This is optional, though all team members must indicate that they understand the terms and rules of the program prior to submitting.*
- BUSINESS DESCRIPTION (350 CHARACTER LIMIT, PLEASE NOTE THAT THIS INFO MAY BE MADE AVAILABLE ON MARKETING MATERIALS)
- PROBLEM THIS BUSINESS IS ADDRESSING (1000 CHARACTER LIMIT)
- HOW WILL YOUR ORGANIZATION IMPACT YOUR TARGET POPULATION? (1000 CHARACTER LIMIT)
- INITIAL TARGET CUSTOMER SEGMENT (1000 CHARACTER LIMIT)
- COMPETING OR SUBSTITUTABLE PRODUCTS (1000 CHARACTER LIMIT)
- POTENTIAL MARKET SIZE (1000 CHARACTER LIMIT)
- WHY IS THIS THE RIGHT TEAM TO LAUNCH THE BUSINESS? (1000 CHARACTER LIMIT)

- CURRENT STATUS OF PRODUCT AND/OR BUSINESS AND ESTIMATED TIME TO MARKET (1000 CHARACTER LIMIT)

- FEASIBILITY SUMMARY
 - *PDF format required*
 - *Maximum 8 pages*
 - *One file per application*

- OPTIONAL PITCH VIDEO
 - *Elevator pitch should be 1 minute in length and articulate the following:*
 - What problem are you addressing?
 - What is your solution?
 - What evidence do you have that the problem is real or substantial?
 - Why are you the team to address this problem?
 - How will participating in the Social New Venture Challenge support you in addressing this problem?