new york business plan competition

NYBPC

www.nybplan.com

Powered by SEFCU SUNY The State University of New York

Team Application

THE PREMIER COLLEGIATE CONTEST

Team/Company:
Category:

Business and Business Model

1. **Structure:** What is the structure of your company?
2. **Value Proposition:** What is your company's key value proposition (e.g. lowest cost, highest reliability, best performance, etc.)?
3. **General Description:** What is your business model? Describe how your business makes money and how it will assure great and long term profits for the future.

Product/Service

1. **Product/Service:** What is your product/service offering?
2. **Function and Benefit:** How does your product/service work? Define and quantify key benefits (e.g. cost, performance, technical, etc.) for customers.
3. **Development Stage:** Where is the product/service in its evolution (e.g. idea/conception, proof of concept, fully tested prototype, etc.)?

Competitive Position

1. **Competitors:** Who is your competition?
2. **Edge over Competition:** What makes you better than other companies currently in the market?
3. **Sustainability:** Is this competitive position sustainable?
4. **IP Protection:** How will you protect your proprietary information?

Markets

1. **Target Market:** What markets and market segments are you targeting? How big are these markets and how can you sustainably capture them?
2. **Barriers to Entry:** What are the key market barriers and how will they lend to your success?

Customers

Who are the specific customers that you are pursuing or will pursue? Do you have any letters of interest and/or intent to purchase?

Academic Institution:
Team/Company Presenter:
Address, City, State, Zip:
Phone:
Email:

For more information about the New York Business Plan Competition, please visit: www.nybplan.com.
Please do not exceed 2 pages. Submit the completed application as directed on the website.

School of Business University at Albany State University of New York · SUNY College of Nanoscale Science and Engineering · Syracuse University · University of Rochester · Plattsburgh State University of New York · SUNY IT · Marist · WNY College Connection · Clarkson University · Cornell University · RIT · Stony Brook University · Ithaca College · Binghamton University · University at Buffalo The State University of New York · SUNY Cortland · NYIT New York Institute of Technology · Siena College · Hudson Valley Community College · SUNY Broome · Skidmore College · Albany Law School · Schenectady County Community College · Union Graduate College