

IDEA FACTORY APPLICATION QUESTIONS

- How would you describe your business idea to a 10-year-old? (max. 500 characters)
- What is the problem that your business will solve, and why is this an important issue? (max. 1000 characters)
- What market research have you done that proves there is a need or demand for your business? (max. 1000 characters)
- Who are your target market? (max. 1000 characters)
- Who are your competitors? (max. 1000 characters)
- How are you differentiated from your competition? (max. 1000 characters)
- What marketing tools will you use to communicate with your target market and promote your products and/or services? (max. 1000 characters)
- How will your business make money? (max. 1000 characters)
- How will sustainability be built in to your business? (max. 1000 characters)
- What skills/knowledge/experience do you and your team have that will help this particular business be successful? (max. 1000 characters)
- If your business was a success, where would you see it being in 5 years time? (max. 1000 characters)
- If you were to win some funding through the Idea Factory, how would you spend it? (max. 1000 characters)