

## IDEA FACTORY APPLICATION QUESTIONS

- What is your business's one-line elevator pitch? (max. 300 characters)
- What is the problem that your business will solve, and why is this an important issue? What is the scale of this problem? (max. 1000 characters)
- What customer research have you done to validate the problem and your proposed solution? (max. 1000 characters)
- What is the market for your venture? Who is your target customer? How big is your potential market opportunity? (max. 1000 characters)
- Who are your competitors and 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)
- What does an MVP (Minimum Viable Product) look like for your idea? How would you go about launching this, and if you were to win some funding from Idea Factory to help you, how much would you need and what would you spend it on? (max. 1000 characters)
- What skills/knowledge/experience do you and your team have that will help this particular business be successful? (max. 1000 characters)
- How will sustainability be built in to your business? (max. 1000 characters)