



SAMPLE ENTRY FORM

Before beginning, review this sample completed entry form and instructions.

DO NOT SUBMIT ANY CONFIDENTIAL INFORMATION

COMPANY INFORMATION

Provide contact information for your business. If you have not formed a company, use your product or project name. Not having formed a company won't be a detriment to your application, but the ***company must be established in Pennsylvania in one of the eligible counties*** prior to the final pitch (i.e. incorporation documents and EIN filed). ***Previous recipients of Ben Franklin funding are not eligible to participate.***

Company Name	ABC, LLC
Website	www.company.net
Address1	1122 Boulevard Way, Suite 100
City/State/Zip	State College, PA 16803
County	Centre
Phone (main)	(814) 555-5555
Number of employees	13
Incorporation type	S-corp
Year founded	2012
Industry sector/NAICS	Custom Computer Programming Services, 541511

PRIMARY CONTACT PERSON

Provide contact information for the primary point person for the contest entry.

First Name	John
Last Name	Doe
Title	Marketing Director
Email	john@company.net
Phone	(717) 555-5555

OTHER CONTACT(S)

You may provide additional contact information for your company, however, only the primary contact receives access to the application.

COMPANY FINANCIAL INFO

What were your company's sales in the past two years? \$105,000

How much did your company receive in investments in the past two years? \$0

How did you hear about this contest?

I saw a poster in the Small Business Development Center at XYZ University.

If you win, how do you plan to spend the cash prize and utilize the prize package?

We will use the cash prize for patent and legal fees. The other prizes will be used as appropriate.

CONTEST APPLICATION INSTRUCTIONS

Use the following guidance to help you complete the 9 contest questions.

1. Market Opportunity:

Identify the market sectors that you are targeting with your technology. What is the size of the total market, as well as the portion of it you can reasonably address with your innovation? What level of sales in five years do you expect your innovation to reach? What percentage of total sales will that comprise?

2. Description of your technology/product:

Provide up to three sentences briefly describing your technology or product. (Consider this the elevator pitch for your innovation.)

Describe the general steps yet required to bring your innovation to the marketplace.

3. Customers and Customer Problem:

Describe who might purchase what you have developed. How large is each sector you have identified, both in terms of numbers of companies and in the volume they might purchase?

What problems are the customers you've identified above having, that your product or innovation can solve? How big is this problem, in terms of productivity losses, maintenance costs, materials costs, etc?

4. Value Proposition:

Why would a customer, whom you've identified above, purchase your solution, rather than purchasing someone else's solution or doing nothing?

5. Intellectual Property:

Do you have, or are you in process of, patent filings? If filed, are they provisional or full patent applications? What is their status with the US Patent and Trademark Office? Do you have other forms of IP to keep competitors at bay?

6. Competitive Advantage and Competitors:

Describe the competitive landscape and list your competitors. This should include not only solutions that are similar to yours, but also those that are quite different, but are being used by your identified customer base to solve the problem you've identified.

Describe how and why your innovation is superior to solutions currently being deployed by the customers you've identified, not only in your mind, but in theirs.

7. Team/ Management:

List the senior team members with a 1 paragraph each description of their relevant background. This should include technical, sales and business management. How will their participation in the rollout of this new product affect the execution of their current company responsibilities?

8. New Product Financing

All new products requiring funding to pay for R&D, additional labor and new marketing strategies, etc. Describe how you will fund this new product, whether through bank financing, equity investment, cash flow, whether or not these funding streams are already in place.

9. Economic Development

Describe how you will maintain a significant presence in Pennsylvania over the next 5 years. Include employment estimates, if possible.