***Instructions and Tips:***

*Complete form in Word according to instructions below. Instructions (instructions in parentheses) can be eliminated along with this section to add space for responses. The application is limited to two pages. When complete, transmit the document as an attachment to* *sglenn@pitt.edu* *by midnight May 17th for review. You can expect a response from PITTchFEST review team by May 22 whether your idea has qualified for a live pitch for a shot at winning cash awards at PITTchFEST 2019 on May 31st.*

**Qualification of Applicant**

 **Student or Recent Grad.**

**enrolled or has an undergrad degree from 2018 to present.**

**Your Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name of Your Company** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Information:** email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Description of Business Concept:** (two sentences max.)

**Market Drivers:** (three sentences max. on environmental trends that affect success of your idea)

**Target Market:** (four sentences max. on target audience, nature of market, size, demographics, data source)

**Unique Value Proposition:** (three sentences max.)

**Revenue Model:** (two sentences max. on how paid and who pays)

**Distribution Model:** (two sentences max. on channels, delivery mechanism)

**Status of Idea:** (check and one sentence max.)

Concept \_\_\_\_ Prototype \_\_\_\_ Test Market \_\_\_\_ Revenue Generator \_\_\_\_

**Management Team:** (six lines max. listing name, title/experience, role in organization)

1)

2)

3)

4)

5)