

BIZ.pt Global Startup Program: 2014 Application

<YOUR LOGO>

<YOUR VENTURE NAME>

<YOUR PRODUCT NAME>

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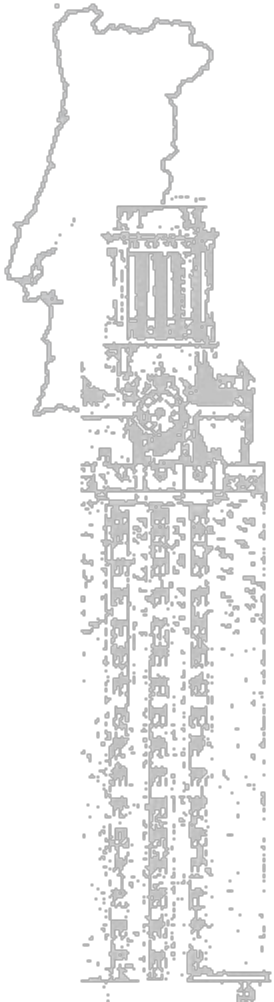
WHAT STARTS HERE CHANGES THE WORLD

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Global Startup Program



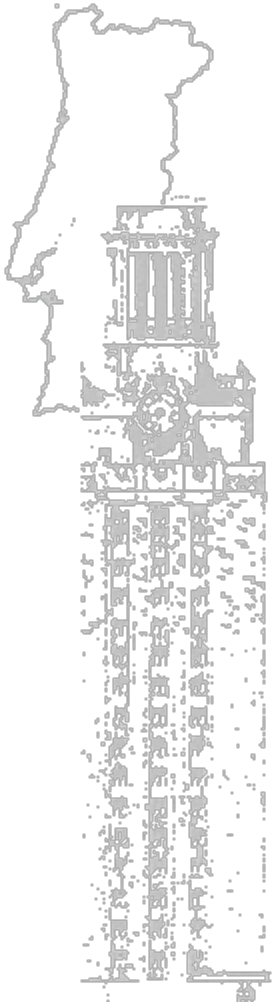
Guidelines



1. Prepare for a short (~10 minutes) pitch. Less is ok, more no.
2. Figures/pictures/multimedia are good. Much text is bad.
3. You do not need to use this layout; you may use your own slides; this is merely a guide for you to know the type of content we are looking for.
4. You may attach supplemental information to this application.
5. Reviewers are not obligated to examine supplemental information. Information that is concise and relevant is more likely to be reviewed.
6. Your presentation of this application will be an important source of information for our reviewers.
7. We reserve the right to contact applicants for clarifications, at our sole discretion.
8. For any questions about the application process, email us at globalstartup@utenportugal.org



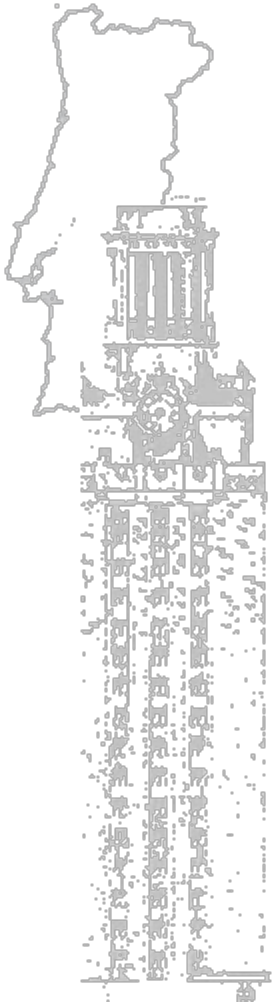
Overview



- *One-sentence “wow!” explaining exactly, tactically what you do.*
- *There should be no question about what business you are in and who your customer is after this brief description. Guy Kawasaki, Garage Technology Ventures*
- *Illustrate the value proposition sentence above by a memorable story (this may be oral in the video pitch and not in slide – or summarized in slide with bullets)*
- *The combination is one’s “elevator pitch”.*



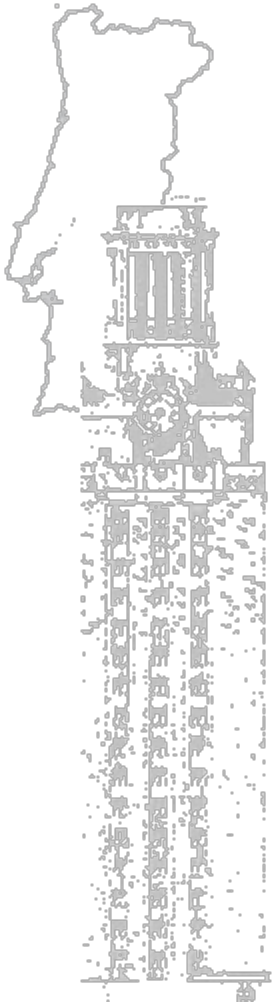
The Problem: Market Pain/Opportunity



- *What is the problem (market need) that your company solves?*
- *Who cares? Who would pay for a solution and why?*
- *Why is it important? What objective evidence can be cited to detail the:*
 - *Size, depth and intensity of the problem in the market – thus, potential market size.*
 - *imperative to solve the problem.*
- *What is the market opportunity does your company take advantage of?*
- *How large is the market and how much is it expected to grow?*
- *What are the major trends affecting the market?*
- *Why now?*



The Solution: Product Description

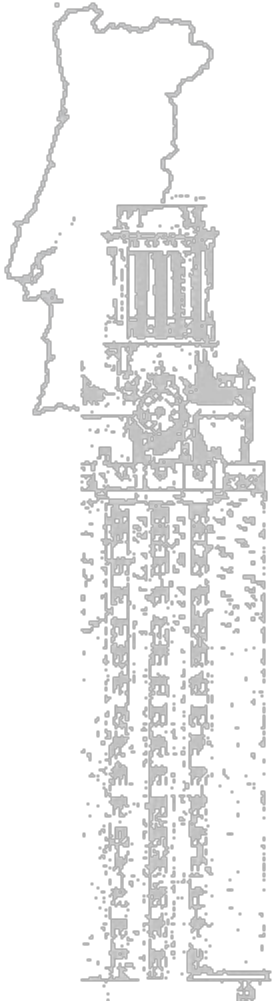


- *Describe your product or service and its development status. How does it solve the market pain?*
- *Explain the benefits of your product or service as viewed by your customers and prospects, and how the product will address the market need. Which of these represent an “unfair” advantage? Technically? Intellectual Property? Business model? Other?*
- *Explain how your solution differentiate itself from competitive solutions (competitive advantages over other solutions).*
- *What is the UNIQUENESS of your solution (“secret sauce”)?*

Note: “Product Demo / Screen shots” are nice to have



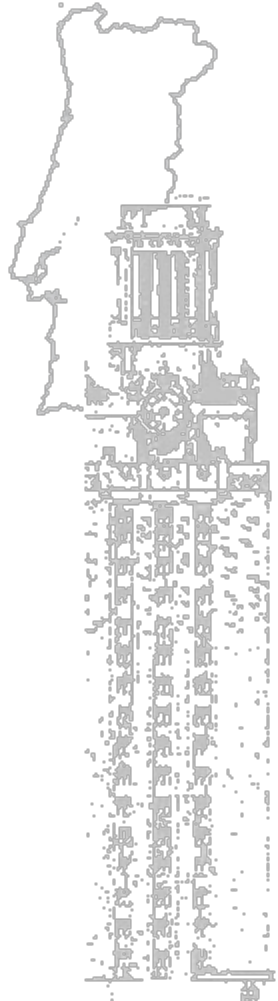
How does it work? Go-to Market Strategy



- *Underlying technology.*
- *Summarize how you will build product, and get product into the hands of potential customers, partners and other collaborators in the U.S. and international markets.*
- *Describe the value chain structure as you understand it. What is your position in the chain and your relative value proposition? (high value/high transaction; high value/low transaction; Low value/high transaction; low value/low transaction)*
- *How will or do you demonstrate quantifiable value to your users or partnering companies – bottom or top line?*



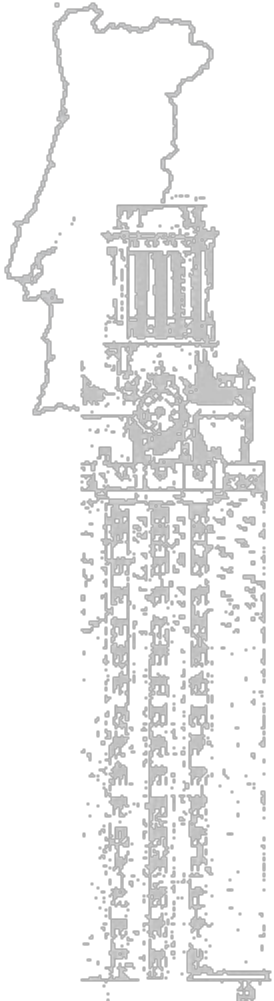
Competition



	Benefit 1	Benefit 2	Other...
Your Solution			
(Competitor 1)			
(Competitor 2)			
(Competitor 3)			



Business Case

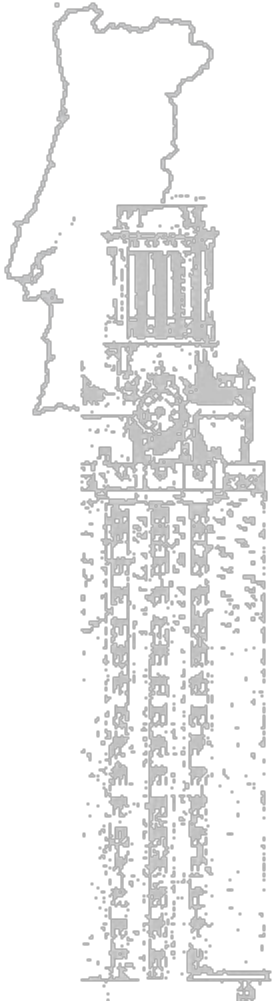


- *Construct a business case for how the company plans to make money. Explain the cost of implementing your solution to address the customer need, and the revenue potential for the targeted market adoption. Use this to tell the story as to why your venture will benefit from and be a successful candidate for business development efforts in the Global Startup Program.*
- *Explain the unit economics: What are the basic economics of a purchase? (Price per unit, cost per unit, other costs).*
- *Clarify who will buy? How they will buy? How often will they buy? For what price will they buy?*
- *What is the sales lifecycle?*
- *What is the pricing model?*



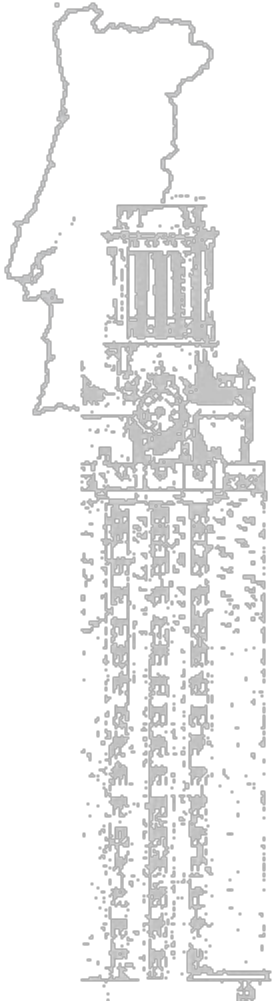
Status

- *Technology status.*
- *Product status.*
- *Partner status.*
- *Customer status.*
- *Revenue status.*
- *Capital status.*

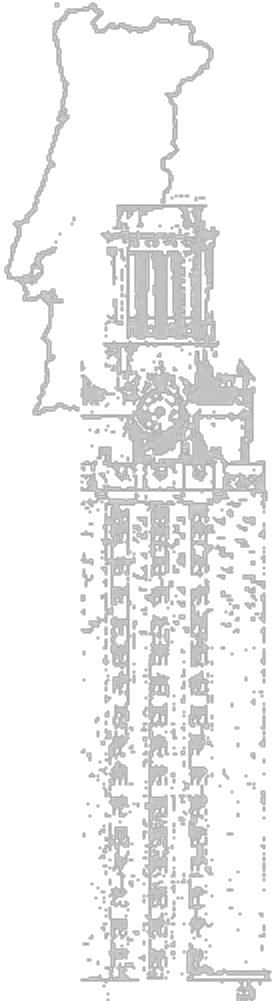


The Team

- *Who are the team members, their respective roles, expertise.*
- *How do team members complement each other.*
- *Specify the type of involvement: full time/part time/FTE (Full Time Equivalent)*



Why us



- *Why should your venture be selected to benefit from the Global Startup program?*
- *What goals you like to attain from the Global Startup program?*
- *How can the IC² Institute team help your venture be successful?*
- *Which companies/deals/partnerships/joint ventures would you like to reach out into the US?*
- *How may the program impact your company?*
- *Why does your team stand out from the crowd?*

