

2016 Round 2 Questions



BCIC










New Ventures

COMPETITION

Round 2

- 6 pages total
- 3 parts: Business Model Canvas + Baseline + Evaluation. Must answer all questions within 6 pages
- Suggestion: 1 page Business Model Canvas, 1 page for Baseline, 4 pages for Evaluation questions
- Judging, Round 2.5

Business Model Canvas

Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

Baseline: Product/Service

- Describe your product or service and the nature of the Technology.

Baseline: Technology Development

- Describe the development stage of your product/Service and the various forms of Intellectual Property you currently own or plan to develop.

Baseline: Team

- Describe your Team's strengths and weaknesses.
- List the credentials of your technical and management teams, and if applicable, advisors and board of directors.
- If you don't have a Team, describe the key positions and critical skill sets that you need to add.

Baseline: Business Plan Status

- What research has been conducted, what remains to be done, and how and when do you anticipate doing so.
- What key sources are included to document and support your plan?

Evaluation Question #1: Market

- Who is your customer?
- Describe the value proposition: the **quantifiable** value your customers will derive from purchasing your products or services.
- Why will they buy it and what is the buying process?
- Describe the target market in terms of size, segmentation, large vendors, growth, trends, and regulatory (if applicable).
- What are the barriers to market entry?

Evaluation Question #2: Distribution

- Describe how you will take your product to market and reach your customers from a sales and marketing perspective.
- What alliances do you intend?
- How will you overcome barriers to market entry?
- Describe your industry value chain for your target market

Evaluation Question #3: Competition

- Who are your existing or potential competitors?
- Describe your company and product's primary competitive differentiators.
- If applicable, what is your IP strategy and how will it create a sustainable, competitive advantage?
- What makes you unique, better?
- What makes your competition threatening?
- How might competitors react to the introduction of your product or service?
- Include a competitive matrix.
- How will you overcome non-adoption?

Evaluation Question #4: Financial

- Describe your revenue model— how you plan to make money. Use a bottom-up financial model to predict sales.
- What have you spent to date?
- What funds have been raised?
- How much money do you need? When do you need it?
- What will you do to raise any additional funds required for your product/service?
- When will your venture be cash-flow positive?
- What significant assumptions have you made?
- What risks have you identified?

Follow-up questions?

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Q&A

Competitive Matrix?

Can include any (not all) of the following elements. Matrix should be industry/company specific vs. product specific.

- Business model
- Pricing model
- Major Channel Partners
- Notable Customers
- Number of Subscribers
- Target Markets
- Geographic Focus
- COGS
- Customer Support
- Financial Strength