*This is a guide to the types of questions you will be asked when entering Converge Challenge 2018. Please note the ordering of the questions are different on the website entry form and there maybe variation in the wording and type of questions.*

1. **Applicant Details**

* Name and Title of Lead Applicant
* Gender
* Age range
* Ethnicity
* Disability (if applicable)
* University/Research Institute
* Position
* Name and Institution of your PhD Supervisor/Principal Investigator

1. **Business Information**

* Business Name
* Correspondence address
* Company registration number
* Business e-mail
* Website
* University/Research Institute
* Industry Sector

**`** Social Media

* Company Twitter
* Company Facebook
* Company Linkedin
* How did you hear about Converge Challenge?

1. **Your Team**

* Please include any others involved

1. **Business Detail**

* Business Status
* Date of incorporation (if applicable)
* Companies House Registration Number (if applicable)
* Date Started Trading (if applicable and approximated if unsure)
* Registered Office Address

1. **Programme applied for (Please tick one)**

* Converge Challenge - plan to incorporate a company within 12months
* KickStart – early stage idea
* Social Enterprise –a positive impact on social or environmental issues

1. **General Details**

* Title of Innovation/Business Idea
* Category Applying for
* Industry Sector
* Industry Strategy Challenge Fund (if applicable)
* Is your idea based on a product or service? Yes/No

1. **Submission Details**
   1. **Please provide a brief summary of your project and product/service. (100 words)**

* 1. **Your Business proposition (500 words)**
* What is your product/service?
* What problem does your product/service solve?
* What is your Unique Selling Point?
* What is the “innovative” element of your product/service?
* What is your competition and why is your idea “better”?
* What stage of development is your product/service at (idea, proof-of-concept, prototype, fully developed)?
* Do you have Intellectual Property Rights in place or what is your IP strategy?
* Please provide details of any previous funding/investment received
* Please include an artist’s impression or image

* 1. **Your Customers (250 words)**
* What is your target market?
* Who are your customers? (Is your customer also the end user?)
* Have you spoken to your customers/end users?
* How will you get your product/service to market?
* How will your business make money?

* 1. **Resources (250 words)**

What resources do you require to make your business “market ready”? These include funding, staff, skills, equipment, and premises.