

**WOMEN IN BUSINESS CONFERENCE**

**BIZ TANK APPLICATION**

Thank you for your interest in applying to participate in “Biz Tank”. In order to apply and participate you must fully complete and return this document to the Biz Tank committee. Please be advised that you must meet the following eligibility requirements in order to participate.

* You must be 18 years of age or older.
* You must be a legal resident of the United States.

APPLICATION: Please response to the below questions.

COMPANY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mobile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

1. What is the company’s vision?

Summarize who you are, what you do, and why you are going to win.

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2. Identify the market, competitors and the product.

Max 3 key words, 2 sentences

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3. How / why is it different/better? Any data or how much your product is better than other current solutions.

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4. Demonstrate the proprietary technology with charts & figures.

5. How much is spent per year in your product category?

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6. Your competitive advantage: how are you different from competitors?

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7. What is the estimated annual revenue?

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8. What is your estimated revenue growth rate in the next 5-10 years?

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9. What is the pricing strategy? Are you competing on price or are you a premium? What are the gross margins? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Any alternative revenue streams or investors?

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11. What is your acquisition strategy and cost?

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12. Who are your distributors and vendors?

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13. What information have you collected from potential customers? What customers do you already have?

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14. What is the next step? Any product roadmap?

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15. Any strategic partnership? Who is the team and what do they do?

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16. Why are you the right people to build and grow this company? What success have you had?

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17. What experience does your team have that others don’t?

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18. What are your overhead costs and what are the plans to grow the # of employees?

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19. Revenue Forecast: Yearly summary of all your projected sales.

20. Major milestones: first product on the market, strategic alliance, regulatory approval. (Technical: any prototype) ( Business: any customer discovery / interview)

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