CONVERGE

Converge Sample Application Form

Have you previously applied to one of the Converge Challenges?
☐ Yes
☐ No
If yes, please clarify what progress you have made since your last application (200 words).

Funding to date (only include funding that has gone to an incorporated business, not research funding paid to a university or paid to an individual).

If the project is a university spinout, please state your proposed spinout date. If the project is a start-up, please state 'start-up'.

Non-confidential summary (100 words)
- Please provide a brief summary of your project and product/service. This summary may be publicly shared and should not include any confidential information about your business idea.

Marketing Information
- Please provide your business description in 280 **CHARACTERS** (not words), in the style of a social media bio.

Innovation (250 words)
- What is the innovative element of your idea and how will you protect it? Please include details of your Intellectual Property position and IP strategy.
- How will you disrupt your industry or market?
- What are the current solutions available in the market and what is your competitive advantage?
- What stage of development is your product/service (e.g., prototype, market-ready)?

Growth potential (200 words)
- What is the potential scale and growth opportunity of your proposed business?
- What is your proposed business model?

Market validation (200 words)
- Who are your target markets and customers?
- How have you engaged with your customers/end users?
- What is your evidence of product-market fit?
- What is your proposed route to market?

Team (150 words)
- Who is in your team and what is the relevant experience of your team members?

- What are your team requirements for market launch and what is your strategy for developing/building your team?

Resource planning (250 words)
- What resources do you require to make your business "market ready"? For example:
  - Funding
  - Current and future team
  - Skills/expertise
  - Equipment
  - Premises

Impact (250 words)
- Please provide a summary of your project's social, cultural, educational or environmental impact.
- Detail the kinds of benefits you would plan to deliver to individuals, the communities and/or the environment.