



Centre for
Entrepreneurship,
Innovation & Social Impact

Dare to Dream 2024 Competition

Company Name				
URL – web page				
Year Founded				
Amount of Funding received to Date?				
Incorporated (Yes/No)				
Location				
Primary Phone #				
Primary Contact Email				
Founder(s) Names *				
Equity Share				
Queen's/Smith Degree/Program e.g Commerce, MBA etc				
Year of Graduation				

*one founder/cofounder **must** be in a degree or diploma program at Smith School of Business, in their final year of study or has graduated in the fall of the previous year

MUST STAY ON ONE PAGE - USE GRAY TEXT AS GUIDANCE (DO NOT DELETE) AND WRITE IN BOX (BULLET POINT FORM in FONT SIZE 8)

<p>PROBLEM - <i>What problem are you trying to solve? Why?</i></p>	<p>SOLUTION - <i>What are the features of your product or service that solve the problem? What alternatives exist?</i></p>	<p>UNIQUE VALUE PROPOSITION - <i>A single, clear, compelling message that states why you are different and worth buying.</i></p>	<p>UNFAIR ADVANTAGE - <i>What makes it difficult to copy your product/service?</i></p>	<p>CUSTOMER SEGMENTS - <i>Initial Market? Beachhead? Target Market? Personas?</i></p>
<p>COST STRUCTURE - <i>Customer Acquisition Costs? LTV? Operational Costs? Resource Costs (Human/Physical/Operating)? COGS?</i></p>	<p>KEY METRICS - <i>What are you measuring? How do you track the metrics?</i></p>		<p>CHANNELS - <i>Pathway - through which Channels are you reaching your customers?</i></p>	

Problem/Solution Fit

Product Fit

Market Fit