



## Entrepreneur Quest Application Questions

**Please limit each answer to 300 characters or less except where different instructions are provided.**

1. Please list the full legal name of the lead entrepreneur who would accept payment on the team's behalf. Please include their Missouri S&T student number. This person must be actively enrolled as an undergraduate, graduate or professional student through Spring 2019 (including international students).
2. Please list the names of all team members (including lead entrepreneur), emails and their Missouri S&T student numbers, if applicable.
3. Please summarize your company concept in 180 characters or less.
4. Please describe your ideal target customer.
5. What problem are you solving? Please describe the unmet need.
6. What are your target customers doing now to solve this problem? Please describe existing products or alternative solutions.
7. How does your solution solve the customer's problem? Please describe what your product does (e.g., benefit provided) for customers or your value proposition(s).
8. How do you know people will want the solution you are creating? Have you completed any customer or stakeholder interviews? How many interviews and what archetype of customers (e.g., users, decision makers, payers, influencers, recommenders, saboteurs...)? Describe how you have validated your product idea.
9. What is new or different about your solution? How is your solution better than the alternatives? Describe your competitive advantage.
10. Who are your 3 biggest competitors? Who else might become competitors? Which do you fear most and why.
11. How soon will you have real customers solving real problems using your solution?
12. How will your company make money? Who pays you? How much will you charge?
13. How will you market and sell your product? Describe your marketing and sales strategy or your Get-Keep-Grow strategy.

14. What can you tell us to demonstrate your team's commitment to be successful?
15. If you were awarded a \$5,000-\$15,000 prize, how would you spend the money?
16. Is there anything else you want to share?