

# APPLICATION QUESTIONS



## 1. ELIGIBILITY

- a. I am currently an Undergraduate Student at a College or University located in the Greater Cincinnati, Northern Kentucky, and Greater Dayton region.
- b. If selected, I can commit to participating in the Launch It: Cincy Pitch Night and immersive program in the Summer of 2022.

## 2. GENERAL

- a. Business Name, Legal Name, or and d/b/a/ names
- b. Your full name
- c. University
- d. Graduation Year

## 3. BUSINESS BACKGROUND

- a. Give us your one sentence pitch
- b. Business website (if applicable)
- c. What is the problem your business is solving?
- d. What is your solution to the problem listed above?
- e. Describe your Target Market or Audience for the product / service.
- f. How have you identified or validated the market for your business?
- g. Who are the direct competitors to your solution? What are the current alternatives to your solution?
- h. How is your solution different from your competition or other alternatives?
- i. How does your company make (or plan to make) money?
- j. What are your future goals for this business?

## 4. TEAM

- a. Which option best describes your founder team?
  - i. Solo Founder
  - ii. Two or more Founding Members
- b. List the names and experience of all founders

## 5. OTHER

- a. Is there anything else you would like us to know?
- b. Please upload any additional supporting documents here.

## 6. UNIVERSITY REFERENCE FORM

- a. The applicant will list a contact for a University Reference.
- b. This individual will complete a short questionnaire on the applicant.

