

SAUNDERS SUMMER START-UP PROGRAM

INSTRUCTIONS (FILL OUT BOTH PAGES):

Thank you for your interest in the Saunders Summer Start-Up Program.

We are excited to launch this and we are looking forward to hearing your ideas. Please fill out the application, including as much detail as you can. The application **deadline is April 8, 2011** and we will contact you to schedule an interview/meeting, if needed.

We will choose the 3-5 companies that demonstrate the highest success potential and all applicants will be notified of their status by April 22, 2011.

We hope to work with you in our summer 2011 program!

Personal Info

| | |
|------------------------|--------|
| Name: | |
| Address: | |
| Phone Number: | Email: |
| Website, if applicable | |

YOUR TEAM

Tell us about each "founder/team member" - please include their names, College and department, year level, expected graduation date, GPA, their role in the company (CEO, CFO, CTO, etc), past projects or experience relevant to your team's idea, and anything else you would like us to know.

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YOUR COMPANY/IDEA

1. What is your team/company name?

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2. If you have a website/url already, what is it?

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3. In 150 characters or less, tell us what your company/idea will do. What is the basic idea? Reel us in!

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4. In more detail, what will your company do or make? (You may include a 3-4 minute video of your idea, if you like.)

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5. Who are your customers?

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6. What is new or different about your company/idea that isn't already out in the world?

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7. Who do you see as your competitors? How are they similar or different than you?

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8. Explain how your company will make money.

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9. Why should we choose you? Sell yourself to us!

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10. If you are selected, do all team members agree to commit to working on this exclusively during the summer and realize it will most likely carry on into the following academic year?

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