



Admission & Application

This copy is for review only.

Please submit all applications online at
<http://www.rit.edu/research/vc/application.php#step1>

To help you better prepare for your application submission we have provided below the steps in which you need to complete for the online application.

Criteria

Admission to Venture Creations is offered only to those companies that meet the following eligibility criteria:

- › The business must be *either*:
 - Founded by an RIT student, faculty, staff member, or alumnus; or
 - Have core technology in one or more of RIT's main core competency areas of Imaging, Sustainability, or Bio-X; or
 - Be based on technology in renewable fuels or clean technology.
- › The business concept must be scalable to at least \$10 million.
- › Generally, our businesses are at seed or mid-seed stage in their development.

Process

Submit your completed application and business plan (or slides) via the application website. Once your application is submitted, expect to be contacted within 5-7 business days. A Venture Creations team member will be assigned your case, review your materials, and may contact you for clarification. Once your presentation is deemed "ready," you will have the opportunity to present your business opportunity to the Venture Creations team. The Venture Creations team will review your application, decide whether or not to admit your business and will notify you of the decision.

The application process is outlined below.



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Business Plan

Provide a copy of your business plan **or** develop six slides that include:

Slide 1 - Company name, product or service, company principals.

Slide 2 – Describe size and general characteristics of your market.

Slide 3 – List competitors and describe what differentiates your product or service from theirs.

Slide 4 – How is your idea protected? – Describe the company’s intellectual property.

Slide 5 – Illustrate financial projections.

Slide 6 – Next steps in progressing your business.

Application Form

Section 1: Company Information

Name of Business:

Business Address:

Primary Contact:

Title:

Business Phone:

Mobile:

Email:

Type of Business: Sole Proprietor, Partnership, Sub S Corp., C Corp, Limited Liability, Other

What year was the company formed?

Do you have a Business Plan?

If so, please attach a copy even if in draft form.

Section 2: Product Information

1. Describe your business, its products, and its technology.
2. What significant problem does your product address?
3. Where are you in the product development cycle? Do you have a working prototype and/or test results?
4. What differentiates your product from that of your competition?

Section 3: Market Information

1. Have you identified your initial target market? If yes, please explain
2. If yes, have you talked to any customers?
3. Who is your primary competitor?
4. What are the major barriers you are facing?

Section 4: Financial Information

1. How much has been invested in your company to date and what was the source of funds?
2. Has your company received any grants? If yes, indicate sources, terms and amount.
3. Is your company in default on any loan covenants, rent payments or other financial obligations? If yes, please explain.



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Section 5: Intellectual Property

1. Do you have intellectual property? If yes, please provide the following information.

Provisional If yes, date filed:

Applied If yes, number:

Approved If yes, number:

Section 6: Management and Company Information

Other Members:

Please provide the following information on all primary members of your team.

Name:

Area of Expertise:

Primary Area of Responsibility:

RIT Affiliation: Student, Faculty, Staff, Alumni, or None

Resume (optional, provide if available):

Add more members available.

Background

1. What is your experience with operating a business, particularly a start-up?
2. Have any of your primary members ever been convicted of a felony?
3. Does your company have any past or pending lawsuits? If yes, explain.



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To help us better serve prospective companies, please answer the following questions:

(Required)

We market Venture Creations through multiple platforms so knowing where you found us helps to streamline our marketing plan. Could you tell us which avenue led you to Venture Creations? Please check the most appropriate source.

- Brochure
- Magazine Article
- Newspaper Story
- Email/Newsletter
- Website/Search Engine
- Twitter
- Family or Friend
- Venture Creations Faculty or staff
- An Incubated Companies Faculty or Staff
- Other _____

(Optional)

Additional comments as to why you choose Venture Creations would be appreciated in the box below.



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(box, etc)

End of Application