

Please submit all applications on line at:
<https://www.rit.edu/research/incubator/online-application>

Before you begin entering information in the application form, take a moment to review the criteria for admission and the process.

Criteria

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

- There needs to be a relationship to RIT; either founded by an alumnus, student, faculty or staff member; or the company's core technology area must be one in which RIT excels; or clean energy candidates with Wind, Solar, Biofuels, Fuel Cells, Battery, Smart Grid, Energy Harvesting or other clean energy technology.
- Clean Energy candidates with
- The business concept must appear to be scalable to at least \$10 million in annual revenue.
- The founding team must have sufficient time commitment to adequately address business and technology issues.
- The founders must be coachable.
- The value proposition is important to the target segments.

Process

Submit your completed application and Pitch Deck (if you have one) 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. If your presentation is deemed "ready", you may 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 required information for the application is outlined as follows:

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Application Form

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

Section 1: Company Information

Name of Business: *(Enter the current name you are using for your business)*

Business Address: *(Enter the current address where mail will reach your business)*

Primary Contact: *(Enter the name of the individual responsible for day-to-day contact)*

Title: *(Enter the title for this individual)*

Business Phone: *(Enter the phone number for this contact)*

Mobile Phone: *(Enter mobile number if different)*

Email: *(Enter the current email where we can contact you)*

Type of Business: *(Enter: Sole Proprietor, Partnership, Sub S Corp., C Corp, Limited Liability, or if Other, describe)*

What year was the company formed: *(Enter month and year)*

Do you have a Pitch Deck? *(Yes or No)*

If yes, please attach a copy, even if it's in *draft* form. *(See Appendix A)*

Section 2: Product Information

1. In 50 words or less, describe your business, its products, and its technology. *(Be specific)*
2. What significant problem does your product address? *(Why would a person or company need to purchase your product)*
3. Where are you in the product development cycle? Do you have a working prototype and/or test results? *(Have you proven your product works?)*
4. What differentiates your product from that of your competition? *(Why would a person or company buy your product rather than a competitor's; in other words what can you do that no other company can?)*

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Section 3: Market Information

1. Please describe your initial target market. (Who needs your product)
2. Have you talked to any customers? If yes, how many?
3. Who are your primary competitors?
4. What are the major barriers you are facing?

Section 4: Financial Information

1. Please list those people and/or organizations that have ownership stakes in your company and the percentage of ownership they have. NOTE: must total 100%.
2. Please list any state, local, or federal grants that you have received. Also, list any grants you have received from non-governmental organizations such as foundations. Please list Grantor, amount of grant and date of grant for each.
3. Is your company in default on any loan covenants, rent payments or other financial obligations? If yes, please explain.

Section 5: Intellectual Property

Do you have intellectual property? If yes, please provide the following information with regard to patents:

Provisional Application(s) – if yes, date filed: *(If none, enter none)*

Patent(s) Applied For – if yes, number: *(If none, enter none)*

Patent(s) Granted – if yes, number: *(If none, enter none)*

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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

How much of their time is committed to the company?

For each member please provide a resume in the uploads section

Add more members:

Background

1. What is your experience with operating a business, particularly a start-up?
2. Does your company have any past or pending lawsuits? If yes, explain.
3. What do you hope to achieve through your affiliation with Venture Creations? (How can we help you?)

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

(Required)

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

Brochure

Magazine Article

Newspaper Story

Email/Newsletter

Website/Search Engine

Twitter

Family or Friend

Venture Creations Faculty or Staff

Incubator Companies Staff

(Optional)

Additional comments as to why you chose Venture Creations are appreciated:

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Appendix A

We recognize that you may not have this in a complete or final form. That is fine we would like to see what you have so please upload anything you have.

Pitch Deck

A pitch deck is a brief presentation, often created using PowerPoint or another software presentation platform to provide your audience with a quick overview of your business plan. It should be brief, clear, and concise and include:

- Your company name, product or service, company principals.
- A description of your solution and technology.
- A description of your target customer segment, its' size, and the general characteristics of your market.
- A list of competitors and describe what differentiates your product or service.
- How do you plan to maintain your advantage – a description of the company's intellectual property.
- A description of your business model
- A brief set of financial projections.
- Your current status and planned next steps.