

2012

Cornell Venture Challenge

Sponsored By



2012 Submission Form

PRELIMINARY SUBMISSIONS DUE: MARCH 2, 2012

Submissions must be sent to ztc5@cornell.edu by midnight of the due date stated above. Use the subject line "CVC Submission:" followed by your team name.

Entry Teams must submit the following documents:

- (1) A 2-3 page executive summary.
 - a. See pages 2 and 3 for framework.
 - b. The executive summary is for BR Venture Fund to get a summary description of your venture idea. While this form is the basis for our evaluation for the Cornell Venture Challenge
 - c. Some sections may not be applicable to your idea/business at this stage. You do not need to complete those sections.
 - d. Do not exceed 3 pages write-up.
- (2) Sign and return the Entry Team Certification and Agreement (Page 4)
- (3) Complete the Information Sheet (Page 5)

We encourage you to send a separate business plan, if available, to BR Venture Fund for our independent investment consideration.

If you have any other questions, please check the FAQ. If unanswered, contact me directly.

INNOVATE,

Zach Casavant

Fund Manager

ztc5@cornell.edu



Executive Summary

Business Idea Summary: (fewer than 50 words and suitable for public disclosure)

Business Idea:

- Description (may include diagram/schematic as an exhibit)
- Stage of development (concept, patented, operating company, etc.)

Explain the Product/Service Offering:

- What is the pricing strategy?
- Distribution of product/service?
- Where manufactured? (if applicable)

Market:

- Target Market
- Market Size

Competition:

- Key Competitors

Financial Information:

- Financial History – Any funds been raised to date?
- Revenue Source - How will/does the idea make money?
- Financial Projections

Executive Summary

Envisioned Exit Strategy:

- Sale, Initial Public Offering, etc. (if applicable)

Management Team:

- Who is on your team?
- What is their background?
- Board of Directors/Advisors? (if applicable)

Submission Forms

CORNELL VENTURE CHALLENGE BY THE BR VENTURE FUND

ENTRY TEAM CERTIFICATION AND AGREEMENT

By completing this Entry Team Certification and Agreement (the "Agreement"), I hereby agree as follows:

1. The ideas and concepts set forth in the Venture Challenge Submission Form (the "Venture") are the original work of the Entry Team and its members (together the "Participants" and each individually, a "Participant"). The Participants are not under any agreement or restriction that would prevent them from entering the Idea in this competition.
2. The Participants have reviewed the Competition Rules and agree to be bound by them.
3. The Participants understand that each of the Participants, sponsors, judges, organizers, and BR Venture Fund, and their respective directors, officers, partners, employees, consultants and agents (collectively the "Competition Officials") are volunteers and are under no obligation to render any advice or service.

In consideration of the time, expertise and other resources provided by the Competition Officials to the Competition, each Participant hereby voluntarily releases each Competition Official and Cornell University from any liabilities, responsibilities, and accountabilities relating to or arising out of such Competition Official's participation in the Competition except such obligations arising out of the award of prizes to winners of the Competition.

Team Name: _____

Name: _____

Date: _____

Submission Forms

CORNELL VENTURE CHALLENGE INFORMATION SHEET

Company/Team name: _____

Contact Person: _____

Contact Email: _____

Team members (can change):

1. _____

2. _____

3. _____

4. _____

5. _____

Cornell Affiliation (Please be specific and identify who or what. Only one is needed. ie Name of Student, Alumni, Faculty, Staff, Administration, other OR Specific Cornell Technology):

Funding secured to date less than \$100,000 (Y/N): ____