



# UPSTART

Win \$300!



**“Tell us your Big Idea to Positively Change your world!”**

Your Name:	Email Address: Phone no:
School/Org:	Age: (up to 18, 19+)                      Year level (if applicable)
<b>What is the Problem / Opportunity?</b> <i>What problem are you trying to solve/improve?</i> <i>What opportunity do you see?</i>	The problem/opportunity is .....
<b>What is your business idea?</b>	My solution is .....
<b>Describe how your solution will work?</b>	I will achieve this by .....
<b>Who are my Target Customers?</b> <i>Who is your idea for?</i> <i>Who will your idea help?</i> <i>Describe your customers in detail (what age, where from, likes/dislikes)</i>	My target customers are.....
<b>Approx. how many people could become your customers?</b>	Hundreds, Thousands, Millions, Billions
<b>Customer Discovery:</b> <i>How do you know your customers will want / buy / use your idea?</i> <i>(who / how many people have you spoken to about your idea, how did you reach them – survey, in person, social media?)</i>	I have tested the market by doing .....
<b>Why is my idea better?</b> <i>What else is out there like this?</i> <i>How is your idea different/better?</i> <i>(try a quick Google search and see what you can find,)</i>	
<b>My team</b> <i>What strengths/skills do you bring?</i> <i>What skills do other team members bring?</i> <i>What strengths/skills do you need to take your idea to the next stage?</i>	
<b>Idea Name</b>	My Big Idea is called .....