



Global Venture Challenge 2008

...Seeking innovative solutions for the world's energy needs

Energy I2P® Competition Application Guidelines

Submissions must include the following:

- A cover page that contains:
 1. Team name
 2. University name
 3. Team members and their degree program
 4. Faculty advisor

- A **one-page** summary that addresses the eight criteria listed below. When preparing the submission, state each question as you see it listed (omitting the items in parentheses) and follow it immediately with your answer*:
 1. What is your product or service?
 2. What is the underlying technology and what does it do? (Do **not** explain **how** the technology works!)
 3. How is the technology unique?
 4. How is the product or service innovative?
 5. Who will buy the product? (In other words, what is the target market and the initial customer group?)
 6. Why will they buy it? (In other words, what is the existing unmet need in the market that your idea addresses?)
 7. What is the size of the market (either in dollars or in units)?
 8. How will you protect your intellectual property?

* **NOTE:** Do not mention a university or team name on this page of the submission so that judges who review it can be completely unbiased.

Other submission requirements:

- Submissions should be sent via email in a single electronic file using Microsoft Word.
- The font size must be at least 10 and margins should be at least .5 inches.
- Submissions will NOT be considered if the summary is longer than one page.

* **IMPORTANT NOTICE:** All submissions that are chosen for the competition will be published in the event program brochure and will be available to the public. Be sure to exclude any confidential or proprietary information in this submission.

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