Carnegie Mellon University

Carnegie Mellon University
5000 Forbes Avenue
Pittsburgh, Pennsylvania 15213-3890

McGinnis Venture Competition

Round 1 Questionnaire

Please note you will fill in your Round 1 Questionnaire at
mcginnisventurecompetition2013.istart.org

GENERAL

Company name.

Team contact and Carnegie Mellon affiliation. *Team Contact must be current CMU student.*

Team contact email.

List up to five team member name(s), emails, and Carnegie Mellon affiliation.

COMPANY OVERVIEW

Provide a brief description of your venture. Use simple terms and avoid industry jargon. *Target 100 words*

PROBLEM/SOLUTION

What problem does your product/service solve? *Target 100 words*

How do you know this is a problem? *Personal experience, asked customers, etc. Target 100 words*

What is your solution to this problem? *Target 150 words*

Value Creation: How does your solution help people? *Saves time? Saves/Makes money? Creates relationships? Etc. Target 100 words*

MARKET

Describe who will pay for your product or service. *Target 100 words*

How large is your potential customer base? *Target 100 words*

If different from who pays, describe who will use your product or service. How large is your potential user base? *Target 100 words*

How will your customers and/or users learn about your business? *Target 100 words*

SALES & DISTRIBUTION

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How will you sell to your customers? Direct or indirect? Please describe the sales chain. *Target 100 words*

How many customers and/or users have you acquired to date, if any. *Target 100 words*

COMPETITION

How is your target customer currently solving the same problem? *Target 150 words*

List and describe your competitors. *Why do customers buy from them? Why is your proposed solution more effective or different? Target 200 words*

FINANCIALS

How will you make money? *Target 150 words*

How will you fund your business? *Target 150 words*

TEAM

Tell us about each founder on your team. Include skills, experiences, why you are personally excited about building this business, and anything else you think is important. *Target 100 words per team member*

MILESTONES

What milestones have your achieved so far? *Alpha/beta product, customer acquisitions, seed funding, etc. Target 100 words*

What milestones do you need to hit in the next 3 months? *Target 100 words*