

BUSINESS SHOWCASE EVENT PRESENTER APPLICATION



Contact Information:

First Name _____
Last Name _____
Email Address _____

Company Information:

Company Name _____
Address 1 _____
Address 2 _____
City, State, Zip _____
Phone Number 1 _____
Phone Number 2 _____
Website URL _____

Company – Give a brief company history to date.

Management – Identify key management team members and briefly describe their relevant experience. Also identify any management holes that need to be addressed.

Products/Services – Briefly summarize the product(s) or service(s) your company offers, giving special attention to date, status, and competitive advantage.

Technology (if appropriate) – Describe your evaluation of the technology involved with your product or service, including discussions with other experts in the field, analysis of competitive technologies, advantages of your technology, risks of your technology and intellectual property. In addition, please describe the status of your product design such as: Do you have an engineering prototype of the product? Have you conducted final tests on the prototype? Have you evaluated the production feasibility of the product? Do you have a pilot production process and have you developed detailed product and manufacturing specifications?

Market – Describe your assessment of the needs of the market, potential market size, capabilities of the competition, any barriers to market entry, economic and industry trends, targeted market segments and market objectives for the product, including market share, sales volume, pricing and proposed distribution channels.

Business – Describe your assessment of the product or services ability to demonstrate a profit potential. Include in this discussion managements experience in launching a business enterprise encompassing technology, production, marketing, and business development, as

applicable. In this section, also give an estimation of the necessary human, financial, and service provider resources necessary to launch the venture along with a forecast of financial performance including sales, profit, and return on investment for 5 years.

Investment Requested – Indicate the amount, nature and timing of desired investment capital. Describe how the capital will be used.

Exit Strategy –

- Describe the anticipated method and timing for investors to liquidate their investment.
- Number of new employees expected to be hired in the next two years as a result of an investment:
- Level of experience/education needed by the new employees:
- If your company is seasonal, how many of the employees will you retain in off season?
- What is the current number of employees?

Application Submissions –**DEADLINE EXTENDED TO JANUARY 20, 2012.** Business Showcase Event scheduled for February 22, 2012.

- Please send a hardcopy of the application to:
The Palouse Knowledge Corridor
Business Showcase Event
411 S. Main Street
Moscow, Idaho 83843
- Please send a PDF version to: info@palouseknowledgecorridor.com

Should you have questions or need clarification on any of the above, please contact Gene Merrell at gmerrell@uidaho.edu.

Co-Hosted by the Palouse Knowledge Corridor and Valley Vision.