New Team Form

Date: _____ Time: _____ CEO Staff Member: _____

Startup Company Information

Name of startup project: _____

Please describe the startup in less than two sentences:

_____

Primary Entrepreneur

First Name: _____ **Last Name:** _____

Email Address: _____ Cell Phone: _____

University Affiliation: ○ Student ○ Faculty ○ Staff ○ Community Member

MSU NetID: _____ Major: _____ Grad Mo/Yr: _____

Hometown: _____ State: _____ Birthdate: _____

Role: ○ Business/Sales/Marketing ○ Maker/Programmer ○ Creative/Artistic **Gender:** ○ Male ○ Female

Ethnicity: ○ Am Ind ○ Asian ○ Blk/Afr Am ○ Hisp/Lat ○ Indian ○ Multi ○ Haw/Pac Isl ○ White ○ Unk/Other

Entrepreneur #2

First Name: _____ **Last Name:** _____

Email Address: _____ Cell Phone: _____

University Affiliation: ○ Student ○ Faculty ○ Staff ○ Community Member

MSU NetID: _____ Major: _____ Grad Mo/Yr: _____

Hometown: _____ State: _____ Birthdate: _____

Role: ○ Business/Sales/Marketing ○ Maker/Programmer ○ Creative/Artistic **Gender:** ○ Male ○ Female

Ethnicity: ○ Am Ind ○ Asian ○ Blk/Afr Am ○ Hisp/Lat ○ Indian ○ Multi ○ Haw/Pac Isl ○ White ○ Unk/Other

Entrepreneur #3

First Name: _____ **Last Name:** _____

Email Address: _____ Cell Phone: _____

University Affiliation: ○ Student ○ Faculty ○ Staff ○ Community Member

MSU NetID: _____ Major: _____ Grad Mo/Yr: _____

Hometown: _____ State: _____ Birthdate: _____

Role: ○ Business/Sales/Marketing ○ Maker/Programmer ○ Creative/Artistic **Gender:** ○ Male ○ Female

Ethnicity: ○ Am Ind ○ Asian ○ Blk/Afr Am ○ Hisp/Lat ○ Indian ○ Multi ○ Haw/Pac Isl ○ White ○ Unk/Other

Startup Details

What product or service are you providing?

My product or service is:

- O An idea that I've been toying around with
- O Currently under development
- O Currently under development, backed by solid market research and a business plan
- O Finally a working prototype being tested by potential customers
- O Now generating revenues

Who is the customer for this product or service? *Be specific. Who do you visit Monday morning to sell to on day 1?*

Estimate how many potential customers you have talked to:

What problem does your product and/or service solve for the customer?

My product or service will:

- O Have some novelty value (i.e., there is only minor demand for the product in the marketplace)
- O Make life a bit easier or more enjoyable for many people, but not solve any fundamental problems (i.e., "nice to have" but not a "must have")
- O Help a lot of people or companies do what they do a bit better, faster, and cheaper (i.e., the product addresses a fairly substantial need in the market)
- O Save lots of lives and/or money (i.e., the product is urgently needed in the marketplace)

How do you plan to promote, sell, and generate customer loyalty?

In a nutshell, my sales and marking plan is:

- O Once I build it, people will flock to it
- O If I build a website, optimize my keywords, and submit it to Google, they will come
- O I will hire a bunch of salespeople on commission only to go sell my product
- O I have an extensive, well-researched sales and marketing plan that includes a mix of proven, cost-effective sales and marketing tactics

Who or what is your competition and how are you better?

My primary competitors (others competing for the same dollars by satisfying the same consumer need) are:

- O Nonexistent, since customers are not spending money to satisfy the need that I think they have
- O Large companies with big budgets & existing distribution (i.e., mature industry dominated by large competitors)
- O Other startups that I may or may not know about (i.e., fairly new market being explored by other startups)
- O Substitutes (e.g., the word processor is a substitute for the typewriter, which is a substitute for pen & paper etc.)

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