



## Mobile IoT Innovators Challenge 2019

### Project Evaluation

This portion of your submission is to evaluate the “fitness” of your business idea against a panel of experienced peers. It must be no more than five (5) pages long and must answer the questions in the order listed in the Submission Application document. Your entry will be read by as many as six judges, and they will assess your proposal primarily according to the criteria.

You will be assessed primarily on the following criteria. Each will be scored on a scale of 1 to 5. Points are awarded based on clarity and credibility of your submission.

1) Market

Who is your customer? Describe the value proposition – the quantifiable value your customers will derive from purchasing your product or solution. Why will they buy it and what is the buying process? Describe the target market in terms of size, segmentation, vendors, growth, trends, and regulatory (if applicable). What is your Total Addressable Market (TAM), Serviceable Addressable Market (SAM) and Serviceable Obtainable Market (SOM)? Name potential barriers to market entry.

2) Distribution

Describe how you will take your product to market and reach your customers from a sales and marketing perspective. What alliances do you intend? How will you overcome barriers to market entry? Describe your industry value chain for your target market.

3) Competition

Who are your existing or potential competitors? Describe your company and product’s primary competitive differentiators. If applicable, what is your IP strategy and how will it create a sustainable, competitive advantage? What makes you unique or better? What makes your competition threatening? How might competitors react to the introduction of your product or service? Include a competitive matrix. How will you overcome non-adoption?

4) Finances

Describe your revenue model – how you plan to make money. Use a bottom-up financial model to predict sales. What have you spent to date? What funds have been raised? How much money do you need? When do you need it? What will you do to raise any additional funds required for your product or solution? When will your venture be cash-flow positive? What significant assumptions have you made? What risks have you identified?

***File type: This may be submitted as a Word or PDF document.***

**Video Submission (optional):** Record a 60-second (max) elevator pitch video based on your proposal. Note: your video pitch will not be formally scored but is highly recommended.