

Product Name

Picture or Logo (Optional)

Idea Prompt/Summary
Date

Team Member Name, School at Rutgers, Email Address

Team Member Name, Email Address

Team Member Name, Email Address

(Note: please change the filename for this file to "Your Team Name")

Write a summary description: In a few paragraphs, describe what problem you are solving, how many people are experiencing the problem, and what your solution is.

Note: The summary paragraphs may be posted on our website.

-----Everything below this line will be private and only shared with the judges/BEN Summit team.

Tell us about yourselves (Who is on your team, what are you studying/occupation, what year are you etc.)

Mission

Why this problem and what drives you to work to see this idea through?

Tell us more about the problem you are solving. Why is it a problem and how big of a problem is it?

Why is your product or service needed? Do many people share this problem? Convince us, briefly, that this is something people want to solve.

Solution/Idea

Describe fully so as to allow the BEN team to best understand your idea. What are its benefits over the status quo, will it work, etc. What stage is your idea?

Business

Why is your team is a good one to invest in? Have you built something before? Can you build this company? What is your target audience? How big is the market likely to be? Are there regulatory hurdles to pass? What is the state of the market? Would you face competitors? How would you put funding/the award to use? What are your plans for the product in the coming year, 3 years, 5 years?

Anything else you would like to share with us?

Pitch submissions should not exceed a maximum of 5 pages (including cover page). Brevity will be rewarded and images are encouraged. Submissions must be in the form of a text document. There are no file format restrictions; however, submissions which cannot be read will not be selected. Accordingly, .doc, .docx, and PDF is encouraged. Submissions which are deemed to be "joke" or "fake" entries can be disqualified from the challenge. Additionally, submissions which promote illegal, illicit, unethical, immoral, or activities which may be considered unworthy of association with the BEN Health Innovation Summit or Rutgers University may be disqualified.