



#### **4. Feasibility / Market Demand**

(Who are your target audience/beneficiaries, what is your competitive landscape, and what is your analysis of the market)

#### **5. Operating Plan**

(Based on your business plan, what would you need to achieve in the 12 months period? [The milestone that you listed out in this 12 months period is to help you to continue to execute your business plan.] At the end of this 12 months in Pi Centre, your business plan may be more refined and potentially investable. )

#### **6. Marketing Strategy**

(How would you represent yourselves? How do you differentiate yourself from competitors? How do you plan to reach and/or engage your target audience and/or beneficiaries? E.g. workshops, website, color tones, identity, etc.)

## 7. Financial Plan

(Income mix – contributed and earned, fixed and variable costs of operating your model, cost structure, cash flow projections and income statements 2-3 years pro-forma, sustainability)

## 8. Have you participated in any open or university-wide competitions with this idea?

Please also state award(s) or endorsements from other authorities (if applicable).

## PART II: TEAM PROFILE

A summary of less than 200 words to describe the education, work/internship, relevant skills, knowledge and know-how of the individual team member that are relevant to the proposed innovative idea and vision. Supplementary information can be provided in an Appendix.

## PART III: PROJECT MILESTONES

Timeline	Venture Setup (team formation and building)	Infrastructure Development (prototype creation, product design and app/ website building)	Business Development (promotion and marketing)
Nov – Dec 2015			
Dec – Jan 2015			
Jan – Feb 2016			
Feb – Mar 2016			
Mar – Apr 2016			
Apr – May 2016			
May – Jun 2016			
Jun – Jul 2016			