* By entering the Velocity Innovation Challenge, you hereby agree to abide by the Terms & Conditions of the challenge and the rules and regulations 2020 – both these documents are available in the Velocity website.
* Each entry has a 1,000-word limit (excluding the 50 words for the high-level pitch) for written entries.
* Submissions close on **Monday 18 May 2020, 12pm (midday)**
* **Complete all the questions on the** [**YouNoodle platform**](https://platform.younoodle.com/client/entry-rounds/velocity_programme_innovation_challenge_2020/apply)(link can also be found on the Velocity website, Innovation Challenge Page)

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| **Entry name:** |
| **Your high-level pitch:**  Describe your entry in 50 words or less. Please don’t disclose any confidential information here – this does not count to your 1000-word limit. |
| [insert answer here] |
| **1. What is your idea/innovation? (40%)**  Hint: What problem are you solving? How are you solving this? What opportunity do you see?  **Video entrants**: Maximum 1-minute video, please paste the unlisted (not private) YouTube link below |
| [insert answer here] |
| **2. Describe your market / describe your target audience (40%)**  Hint:  **Commercial ventures**: Who will you sell/provide services to (be as specific as possible)? How big is this market? Why will they buy your product/service? How do you know this? Who are your competitors? **Social ventures**: Who is your venture targeting and what is the size of this group (target market)? Why will people use your product / service and how do you know this (i.e. who did you talk to)? Who are your competitors i.e. who else is addressing this problem or a similar one, and / or delivering similar services? What impact will your solution have on the problem you are addressing (your target market)? |
| [insert answer here] |
| **3. Describe your team (15%)**  Hint: Include a brief description of each team member and the role they will play in the venture. If you don’t have any team members, indicate here what you’re looking for in a teammate. |
| [insert answer here] |
| **4. What resources do you have or need to continue the development of your idea? (5%)** |
| [insert answer here] |