* By entering into the Velocity Innovation Challenge you hereby agree to abide by the Terms & Conditions of the challenge and the rules and regulations 2021 – both of these documents are available on the Velocity website.
* Each entry has a 1,000 word limit (**PLUS** 50 words for the high level pitch and 100 words to explain how your entry contributes to solving a UN Sustainable Development Goal). In short, your maximum word count is 1,150.
* Submissions close on **Monday 10 May, 12pm (midday)**
* **Use this form as your draft, submission is via the Competition link (insert link)**

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| **Entry name\*:** |
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| **Team Lead first and last name\*:**  Complete contact details on the competition platform |
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| **Team Lead email address\*:**  Complete contact details on the competition platform |
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| **Team Lead University of Auckland ID number\*:**  Complete contact details on the competition platform |
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| **Number of team members\*:**  If you have team mates, add them on the competition platform – they will be sent an email invitation and asked to complete their details. |
| [Team #] |
| **Give 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. |
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| **1. What is your idea/innovation?\*(40%)**  Hint: What problem is being addressed and solved? What is the opportunity? What is your solution? Is it original/innovative? How far is it developed? |
| [Problem] |
| **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 (i.e. who did you talk too)? What competitor analysis have you done?  Hint: **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 too)? 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)? |
| [Market] |
| **3. Describe your team\*(15%)**  Hint: Include a brief description of each team member including the skills they bring 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 team mate. |
| [Team] |
| **4. What resources do you have or need to continue the development of your idea? \*(5%)** |
| [Resources] |
| **5. Explain how your idea contributes to solving one of more of the UN Sustainable Development Goals (UNSDG).**  Describe in 100 words or less. This does not count to your 1000 word limit. Get more information on [UN Sustainable Development Goals here](https://sdgs.un.org/goals), and to see what others have done [have a read here.](https://www.cie.auckland.ac.nz/unsdg/) This part of the entry qualifies you to win one of the two UNSDG prizes in the Challenge. |
| [UNSDG] |