* By entering into the Velocity Innovation Challenge you hereby agree to abide by the Terms & Conditions of the challenge and the rules and regulations 2019 – 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 13 May, 12pm (midday)**
* **Complete all the questions on YouNoodle platform (**<https://platform.younoodle.com/client/entry-rounds/velocity_programme_innovation_challenge_2019/apply>**)**

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| **Entry name:** |
| **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. |
| [provide 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 |
| [provide 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? Who are your competitors? What impact will your solution have on your target market? |
| [provide 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 team mate. |
| [provide answer here] |
| **4. What resources do you have or need to continue the development of your idea?(5%)** |
| [provide answer here] |