TE 498
ILLINOIS DEEP TECH ACCELERATOR

Recommended information to include in the 5-page summary required for the TE 498 Illinois Deep Tech Accelerator application

1. Founding Story *(Brief)*: **What is the problem and why is it urgent to solve now?**

2. Solution Description *(Brief)*: **What do you do and how does it solve the problem?**

3. Business Opportunity
   a. **Customer Segments:** Who is your initial customer target and why?
   b. **Value Propositions:** What benefit are you providing this initial customer?
   c. **Market Size:** Total addressable market (TAM)/serviceable available market (SAM)/target market
   d. **Competition:** Who is the competition (including the "status quo")?
   e. **Business Analogues:** Are there similar business models?

4. Technology Description: How do you do it?
   a. **Innovation(s) Details:** What are your specific technology innovations?
   b. **Research History:** Does your innovation originate from University of Illinois research?
   c. **Roadmap Description:** What is your technology roadmap?
   d. **Proof-of-Concept Details:** How have you demonstrated technical viability?
   e. **Minimal Viable Product Plan:** What is your plan for a commercial product?
   f. **Production Strategy/Plan:** How will you produce your product?

5. Go-to-Market (Commercialization Plan): How will you market and sell it?
   a. **Offering:** What is the complete package of products/services you plan to offer?
   b. **Customer Relationships:** How will you get, keep, and grow customers?
   c. **Channels:** How will your customers buy your products?

6. Dependencies: What are your key dependency assumptions?
   a. **Key Resources:** What are the most critical resources you need to obtain?
   b. **Key Activities:** What are the most critical activities you need to complete?
   c. **Key Partners:** Who are the most critical partners you must enlist?

7. Intellectual Property
   a. **Patents:** Have you or will you apply for any patents?
   b. **Trademarks:** Have you or will you apply for any trademarks?
   c. **Know-How:** Is there other specific know-how you need, have, or need to develop?

8. Financials
   a. **Revenue Model:** How do you plan to make money?
   b. **Cost Structure:** What are your costs (variable, fixed, or capital)?
   c. **Financial Model:** Profit/loss, cash flow, balance sheet (3-year)
   d. **Funding Strategy:** How do you plan to fund your business (bootstrap, grants, friends/family, venture)?

9. Team: Why are you the right team to get this done? Talk about why you'd be a worthwhile investment.