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.