Tufts Food and Nutrition Entrepreneurship Competition
2019 Application (Preview)

Instructions:
Please complete all sections below. Teams should submit one application only. Please note that there are character number limits to some questions, which will be displayed at the bottom of the response box. Please email any application questions to NutritionEntre@tufts.edu. All applications must be submitted via Qualtrics by February 13, 2019 at 5 pm. You will receive email notification upon receipt of your application. Late or incomplete applications will not be scored. FAQs can be found here to learn more about the competition.

Application:
Are you submitting an application as a team?
Yes or No

If you are submitting as a team, what is your team name?
____________________________________________

If you are submitting as a team, please submit team member information
Name:
School affiliation:
Current Position:
Contact e-mail address:

If you are submitting as an individual, please submit your information
Name:
School affiliation:
Current Position:
Contact e-mail address:

If you are selected as a finalist, can you confirm that at least one member of your team will be available in-person to compete at the April 3rd Competition?
Yes or No

Name of your idea: __________________________

“Tweet-able” description of your idea that may be used to publicly promote the competition:
_________________________________________
With which industries and themes does your venture most closely align? (Select all that apply)

☐ Agriculture
☐ Food and Production, Distribution and/or Systems
☐ Retail Food Markets
☐ Restaurants
☐ Food Safety
☐ Dietary Supplements
☐ Personalized Nutrition
☐ Healthcare
☐ Education
☐ Social Impact
☐ Technology
☐ Other _______________________

Describe the market opportunity, issue, or problem you are addressing. (200 words - 300 words) ?

________________________________________________________________________
________________________________________________________________________

What skills/expertise are needed to successfully implement your idea, and which ones do you or your team have that uniquely positions you to be successful with this idea? (50 words)

________________________________________________________________________
________________________________________________________________________

Approximately, how big is the market you’re targeting in terms of customers? (50 words)

________________________________________________________________________
________________________________________________________________________

Describe your idea: why is it innovative and what impact do you anticipate it will have? (300 words - 500 words)

________________________________________________________________________
________________________________________________________________________

Who are your competitors? If implemented, why would you be different and what advantages would you have over your competitors? (300 words - 500 words)

________________________________________________________________________
________________________________________________________________________
If your idea was implemented, what metrics would you use to define success? (100 words - 250 words)

________________________________________________________________________________________

________________________________________________________________________________________

What intellectual Property (patents, trademarks, and copyrights) would you anticipate having for your business? (Consider licenses, contracts, and exclusive relationships). (100 words - 250 words)

________________________________________________________________________________________

________________________________________________________________________________________

If your idea could lead to a company, would it be?

☐ For profit
☐ Non-profit
☐ Undecided

If you would be a for-profit company, how would you plan to make money? If you would be a non-profit, what is your funding model? (50 words - 150 words)

________________________________________________________________________________________

________________________________________________________________________________________

What sources of funding would your idea seek? (Select all that apply)

☐ Friends/family
☐ Angel funding
☐ Venture capital
☐ University funding
☐ Grants or foundations
☐ Other