

Application to participate in the Pre-Seed Workshop



Dates: TBD.

Location: TBD

Commitment: This workshop will do some serious thickening of your business idea. As such, it requires about 20 hours at the workshop and 5-20 hours of “homework”.

Name: _____ Phone: _____ email: _____

Please check one, or both:

- I would like to participate on a team but do not have a business idea of my own.

My relevant background: _____

- I've got a business idea that I would like to take through the workshop.

Very brief summary of the idea: _____

Explain your and/or your idea's connection to Cornell: _____

Continue on the reverse!!

PSW Application (continued)

Idea-status: *For each criterion below, please circle the approximate status of your idea.*

<i>Criteria</i>		<i>Nothing/minimum</i>	<i>Thin</i>	<i>Thicker</i>	
<i>Business plan</i>		Don't have one	Have started some parts	Have one that could use revisions	Have a solid plan
<i>Public presentations</i>		None	Some informal chats	Given presentations; but they don't seem to resonate	Have a variety of excellent versions for different audiences
<i>Funding (that has gone to the "company")</i>		No money yet	SBIRs applied for and/or won	Already raised a "family round". Starting to talk with angels	Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping
<i>Funding (that has gone to university research)</i>		Nothing	A few years; a few hundred thousand	Years & Millions	
<i>Patent, Intellectual property</i>		Invention record	Provisional, Pending	Issued	
<i>Team resources</i>	There is no "idea-champion"	Champion exists	Champion plus 1 or 2 are willing to help or already help a bit	Champion plus 1 or 2 others have already been working on this part time	Full team of committed resources covering technology, marketing, and business formation
<i>Team alignment with overall vision & plan</i>		Don't even know the vision, yet	Have a rough vision. Needs discussion & alignment	Could use more alignment	Well crafted vision and alignment. We all know where we are going and how we'll get there
<i>Applications & products</i>	Haven't considered any applications	Have some applications in mind.	Aspects have been prototyped	Integrated working prototype exists	Already have many and/or strong beta customer(s). Already selling product
<i>Market research</i>		None	Some internet-based information	Mapped and prioritized potential markets	Market attack plan, collateral and sales training exist
<i>Market input</i>		None	A few conversations with potential customers and users	1 or 2 small volume, beta-customers and/or a design partner	Numerous qualified market surveys have been completed
<i>Financials</i>		None	Back of the envelope calculations	Reasonable spread sheet(s)	5-year P&L, including detailed assumptions for expense and revenue. Development and Operational years
<i>Company formation</i>		Nothing	DBA filed	Incorporated (Inc., LLC...)	

Note:

If you circle *anything* to the LEFT of the bold box, your idea needs more thought before it can benefit from this workshop.

If you circle too many items to the RIGHT of the box, your idea is too far along to benefit from this workshop.

