



**PITCH IT! 2017 SUBMISSION DUE: September 22nd
2017, NOON**

Note: Submissions must be filled in on your computer using Adobe - Hand written Submissions will not be accepted! Save to your computer and email to us!

Name of Idea/Project

Name: Individual applicant or lead name for team or class submissions

First Name:

Last Name:

Email address:

Telephone number:

The idea/project described below is in the following area. Please select one:

FastStart Region: The FastStart region is the core territory serviced by the four FastStart institutions including the region of Durham, the Greater Peterborough area, the City of Kawartha Lakes, Northumberland County, Haliburton County



SUMMARY (Maximum – 250 words)

Describe the product or service, the value proposition, including the value to the FastStart region, and the need that this idea fulfills and what makes it compelling. This section should grab the reader’s attention.



BUSINESS OR SOCIAL ENTERPRISE IDEA (Maximum – 250 words)

State what problem your customer is facing. Describe your idea, and how it solves the customer’s problem. Describe how it will be advantageous to the FastStart region



MARKET AND CUSTOMER (Maximum – 250 words)

Describe the market in which you will be operating. Estimate the size and geographic location of the market, and expected growth. Consider legislative and technological changes which could impact the market and address the competitive parameters of the market. Describe the typical consumer or business customer.



COMPETITION (Maximum – 250 words)

Describe the competitive advantage of your idea. Who are the main competitors, and what are their market shares (if possible)? *In general, if the target customers are getting the problem solved today, whoever currently solves it should be considered as a competitor.*



TEAM (Maximum – 250 words)

Describe the people in the founding team, including which roles they will have in the company, and explain why these are the right people for the project. For individual submissions and class projects please describe an ideal project team and their roles.



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EMAIL IT TO YOUR ACADEMIC INSTITUTION
BY NOON ON SEPTEMBER 22ND. CONTACT INFO IS BELOW.
PLEASE SAVE YOUR SUBMISSION WITH THE TITLE IN THE FOLLOWING
FORMAT: YOUR LAST NAME_PROJECT NAME.PDF
PLEASE EMAIL USING THE SUBJECT LINE: PITCH IT! 2017 SUBMISSION

TRENT UNIVERSITY STUDENTS

PLEASE SUBMIT TO: rterry@innovationcluster.ca

FLEMING STUDENTS

PLEASE SUBMIT TO: Javier.Bravo@flamingcollege.ca

DURHAM COLLEGE STUDENTS

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UOIT STUDENTS

PLEASE SUBMIT TO: Jeffrey.Peng@uoit.ca

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