Student Venture Investment Program – Initial Submission Criteria

Please review these criteria and submit your responses to Rocket Innovations. The information you provide will be used as a preliminary review, and RI’s investment decision will not be made solely based on the answers to these questions. Other questions may be asked that the applicant must answrer to the satisfaction of RI.

**New Venture Concept**

* What existing problem/condition does your solution address and how is it addressed today?
* Describe how this technology will be applied to create a product or service?
* Have you identified a clear market and customer need?
* What is the value your product delivers?
* Who are the actual customers, users, buyers and payers?
* How big is the market opportunity?
* Is there an exit plan?

**Technology and Intellectual Property (IP)**

* What is the technology at the core of this venture?
* Had the technology been made into a prototype and is it ready for market entry?
* What is the background of the invention and product, and who developed it?
* What supporting data and other evidence do you have that your product will works a claimed?
* What IP protection exists (provisional patents, patents, copyright, know-how, trade secrets, etc.) at this time, if any?

**Market Identification and Business Model**

* What is your Business Model?
* What are the potential sources of revenue for your venture (what is your revenue model)?
* How can you scale this into a large business (what is your sales & marketing strategy)?

**Competitive Analysis**

* What makes your product/service unique and why might customers buy or use it?
* What are the competitive alternatives to your solution?
* What is your sustainable competitive advantage?
* What are the barriers to entry from current and potential future competitors?

**Regulatory Pathways** (if applicable)

* Describe the potential regulatory pathways (510K, Clinical Trials, etc.) and any predicate devices if applicable.
* Is there a reimbursement strategy in place; does a code(s) exist?
* Outline key clinical studies required to get regulatory approval.
* Outline the potential funding requirements and timelines that clinical studies would face.

**Management Team**

* What are the current team's qualifications for executing your plan?
* What are the key skills and areas of expertise you need to add to the team?