

# **Student Business Concept Competitions**

in conjunction with the VT KnowledgeWorks Entrepreneurship Summit  
Skelton Conference Center at Virginia Tech, Blacksburg, VA  
April 13-14, 2011

## **One-Page Summary of Business Concept Guidelines**

**Must be submitted by February 11, 2011**

### **➤ Virginia Tech Student Competition**

Fill out and submit the one-page summary form at –

<http://www.esurveyspro.com/Survey.aspx?id=8c2e79b9-3345-4e91-83f9-39cb4a51d86a>

### **➤ Regional Student Competition**

Fill out and submit the one-page summary form at –

<http://www.esurveyspro.com/Survey.aspx?id=be706f42-05f9-4490-8aa7-d731f238a1b9>

**Submission is to address the following points:**

- **Business concept title and team member name(s)**
- **Business product or service**
- **Underlying technology**
- **Uniqueness/innovation of the concept**
- **Expected initial and potential customer base for the product or service**
- **Customer need met by the product or service**
- **Estimate of the market size for the product or service**

**Application requirements:**

- **Fill out and submit the one-page summary form.**
- **Tip: Prepare one-page summary in Microsoft Word to adhere to the one-page limit and cut and paste appropriate text in the respective fields labeled on the form.**

If you experience any difficulty or have any questions, please contact Christine Pushaw at [christine.pushaw@vtnknowledgeworks.com](mailto:christine.pushaw@vtnknowledgeworks.com), 540-443-9100 x3.