General Guidelines for Submitting a Concept
All initial submissions to the Sheridan Start-Up Challenge shall be received online using the standard application found at: https://app.reviwr.com/s1/site/sheridan2018.

No other supporting documentation outside of the requirements stated is required, nor shall it be considered in the initial judging of submitted concepts.

Submission Deadlines:
The deadline to submit a concept is September 14, 2018 by 11:59PM.
All submission deadlines are final. Late applications cannot be accepted.

Required for Semi-Finalists ONLY:
5-Slide Description
Being selected as a Semi-Finalist, and to continue being considered for the Start-Up Challenge competition, will require a 30-minute oral interview by the judging panel between the 17th and 26th of September 2018. As a supporting document for this discussion/interview, Semi-Finalists will be required to provide a 5-slide summary of their concept business to the judging panel as background/context for that team. All text should be the minimum to make appropriate points, and have a font size larger than 16pt in Arial, Calibri, or other simple font design. Although a specific slide content format is not mandated, it would be most useful to the judging panel if your 5-slide deck included the following:

1. A brief problem statement, and your proposed solution; what is your value proposition?

2. A brief description, picture, flow chart, or drawing defining your product or service concept and its unique features & benefits.

3. A description of your target customer, a description of the overall market, and an estimate of both overall and target market size in dollars.

4. Both a description of existing competition and/or solution options (e.g., competing products and features) and at least preliminary validation that there is some level of potential demand for your specific solution.

5. A simple description of the revenue model showing how your business will make money along with the estimated timeline for your business to reach initial sales. This may include potential pricing, costs, and other financial data.