**2020 Gustie Entrepreneur Cup**

**Application Form – Before You Begin**

Thank you for applying to the $20,000 2020 Gustie Entrepreneur Cup Student Entrepreneurship Competition. To ensure accurate and high quality applications, before you begin to fill in this form, the Gustie Entrepreneur Cup organizers suggest you visit the Gustie Entrepreneur Cup homepage (gustavus.edu/econ-mgmt/cup.php) and do the following:

1. Follow the link to the 2020 Gustie Entrepreneur Cup competition rules and read the document.
2. Watch the short videos explaining the “lean startup” method.
3. Watch the short videos explaining how to use the Business Model Canvas.
4. Follow the link to the Gustavus Core Values. Read and understand the Core Values.
5. Contact Dr. Tom Clement if you have questions at tclemen4@gustavus.edu. Emails go to Dr. Clement’s phone and you should expect a response in 24 hours or less.

**Important:** This application form should be downloaded and saved to your computer under a unique name. The form must be filled out and then uploaded to Handshake before completing the application process.

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**Application Form – Participant Information**

Name of Venture and/or Idea:

Name:      

Major:

Freshman  Sophomore  Junior  Senior

Hometown:

Have you taken entrepreneurship classes at Gustavus? Yes  No

Name:

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Freshman  Sophomore  Junior  Senior

Hometown:

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Name:

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Major:

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Hometown:

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**Application Form – Executive Summary**

**150-word Executive Summary.** The summary provides a description of the problem, the opportunity, the idea, and a one sentence value proposition. Why is this idea important and market-changing? Teams should think of the executive summary as an elevator pitch for the venture idea.

Enter the executive summary here (1000-character limit):

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**Application Form – Baseline Business Model Canvas (BMC)**

Key Partners:

Key Activities:

Key Resources:

Value Propositions:

Customer Relationships:

Channels:

Customer Segments:

Cost Structure:

Revenue Streams:

Based on what is known today, provide brief hypotheses (guesses) for each of the nine elements of the BMC. These initial guesses will drive the lean startup development process between the application date and the final presentation at the Gustie Entrepreneur Cup event. This is the work that teams will engage in to evolve their idea for final presentation and judging. This is also where teams determine the key hypotheses to test.

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**Gustavus Core Values.** Provide a brief statement about how the venture idea promotes any or all of the Gustavus Core Values of excellence, community, justice, service, and faith.

Provide the Gustavus Core Values statement here (1000-character limit):