Submission Instructions
Submissions will consist of a Word document to be submitted electronically (by email). Each of the Word documents in the competition will be labeled by venture name and IC Submission #.
Example: JimMoranInstitute Submission # 2. Submissions will be emailed on or before the due date to InnolevationChallenge2015@gmail.com. The time on the email will be the official submission record. No late submissions will be accepted.

Formatting Instructions
The Word document needs to be Times New Roman 12-point font, single-spaced and with one-inch margins. Paragraph heading should be on a separate line, left justified, and in bold font.

This submission will formally enter teams into the competition.

Value Proposition Assignment (p. 1, Same as submitted in Submission 1)
- Simply Copy/Paste
  -- Editing of the original submission permitted & encouraged

Customer Segments, Channels, and Relations Assignment (p. 2, Strict 1 Page Limit)
Customer Segments (1 Paragraph):
- Who are the customers that want your value proposition? (1-2 Sentences)
- How will you validate that this segment exists and that they will be the consumers of your value proposition? (1-2 Sentences)
Customer Channels (1 Paragraph):
- How will you get your value proposition to your consumers? (1-2 Sentences)
- How will you validate that the channel(s) you specified is best for the segment(s) and value proposition you identified? (1-2 Sentences)
Customer Relations (1 Paragraph):
- How will you retain your customers for repeat business and positive word of mouth? (1-2 Sentences)
- How can you validate that they want to be treated in the manner you specify? (1-2 Sentences)

Key Activities, Partners, and Resources Assignment (p. 3, Strict 1 Page Limit)
Key Activities (1 Paragraph):
- What are the key activities that must be accomplished to produce and deliver the value proposition? (1-2 Sentences)
- How can you validate that these are the key activities and that they can be accomplished? (1-2 Sentences)
Key Partners (1 Paragraph):
- Who are the key partners that must be involved or available to produce and deliver the value proposition? (1-2 Sentences)
- How can you validate that these are the key partners and that they will be involved? (1-2 Sentences)
Key Resources (1 Paragraph):
-What are the key resources that you must have in place or have access to in order to produce and deliver the value proposition? (1-2 Sentences)
-How can you validate that these are the key resources and that they will be available? (1-2 Sentences)