InNOLEvation® Challenge 2015 Submission # 4 Instructions

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 # 4. 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 be used to qualify teams for the shark tank finale.

Submit Previous 6 Pages

Cost Structure and Revenue Streams Assignment (p. 7, Strict 1 Page Limit)
Cost Structure (1 Paragraph):
-What are the primary and secondary (if any) costs associated with producing and delivering the value proposition? (1-2 Sentences)
-How will you validate that these are the primary and secondary costs and that they are accurately forecasted? (1-2 Sentences)
Revenue Streams (1 Paragraph):
-What are the primary and secondary (if any) revenues generated by delivering the value proposition to the customer? (1-2 Sentences)
-How will you validate that these are the primary and secondary revenues and what the customer will pay for the value proposition? (1-2 Sentences)

Video Presenting Business Model Canvas (Strict 5-8 Minute Limit)