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 #1. 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. Paragraphs should be on a separate line, left justified faced, and in bold font.

This submission will be used to determine the 7 finalists.

This submission should be pages 4, 5, & 6 (Submission 2 = pages 1, 2, & 3)

Value Proposition (p. 4, Strict 1 Page Limit)
Explain how you tested your assumptions and pivots or changes that occurred due to
testing/validation.

Customer Segments, Channels, and Relations Assignment (p. 5, Strict 1 Page Limit)
Explain how you tested your assumptions and pivots or changes that occurred due to
testing/validation.

Key Activities, Partners, and Resources Assignment (p. 6, Strict 1 Page Limit)
Explain how you tested your assumptions and pivots or changes that occurred due to
testing/validation.