

Application to participate in the Pre-Seed Workshop



Location: Tech Garden – 235 Harrison Street, Syracuse, NY

Dates: Day One: **Friday, February 19, 2016** 7:30 am - 6:00 pm

Day Two: **Friday, February 26, 2016** 7:30 am - 6:00 pm

Application deadline is January 22, 2016

Commitment: This workshop will do some serious thickening of your business idea. As such, it requires about 20 hours at the workshop and 5-20 hours of “homework” between Day One and Day Two.

Single Workshop Team Underwriter - \$1,200 (member); \$1,500 (non-members)

Name: _____ Phone: _____

Email: _____

Please check one, or both:

- I would like to participate on a team but do not have a business idea of my own.

My relevant background (please attach resume, if appropriate): _____

- I've got a business idea that I would like to take through the workshop.

2-3 sentence description of the idea and underlying technology:

List others that you may want to attend the workshop on your team: _____

Explain your and/or your idea's connection to the Upstate New York Region:

Does your idea relate in anyway relate to the following industries? (circle or highlight all that apply)

Energy Environment Medical Device Pharma/Bio IT/Hardware Software/Website Electronics/Instrumentation

Return form, or for questions about the workshop, please contact, 315-423-7200, events@medtech.org

PSW Application (continued)

Idea-status: *For each criterion below, please circle or highlight the approximate status of your idea.*

Criteria		<i>Nothing/minimum</i>	<i>Thin</i>	<i>Thicker</i>	
Business plan		Don't have one	Have started some parts	Have one that could use revisions	Have a solid plan
Public presentations		None	Some informal chats	Given presentations; but they don't seem to resonate	Have a variety of excellent versions for different audiences
Funding (that has gone to the "company")		No money yet	SBIRs applied for and/or won	Already raised a "family round". Starting to talk with angels	Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping
Funding (that has gone to university research)		Nothing	A few years; a few hundred thousand	Years & Millions	
Patent, Intellectual property		Invention record?	Provisional, Pending	Issued	
Team resources	There is no "idea-champion"	Champion exists	Champion plus 1 or 2 are willing to help or already help a bit	Champion plus 1 or 2 others have already been working on this part time	Full team of committed resources covering technology, marketing, and business formation
Team alignment with overall vision & plan		Don't even know the vision, yet	Have a rough vision. Needs discussion & alignment	Could use more alignment	Well-crafted vision and alignment. We all know where we are going and how we'll get there
Applications & products	Haven't considered any applications	Have some applications in mind.	Aspects have been prototyped	Integrated working prototype exists	Already have many and/or strong beta customer(s). Already selling product
Market research		None	Some internet-based information	Mapped and prioritized potential markets	Market attack plan, collateral and sales training exist
Market input		None	A few conversations with potential customers and users	1 or 2 small volume, beta-customers and/or a design partner	Numerous qualified market surveys have been completed
Financials		None	Back of the envelope calculations	Reasonable spread sheet(s)	5-year P&L, including detailed assumptions for expense and revenue. Development and Operational years
Company formation		Nothing	DBA filed	Incorporated (Inc., LLC...)	

Note:

If you circle *anything* to the LEFT of the bold box, your idea needs more thought before it can benefit from this workshop.

If you circle *too many* items to the RIGHT of the box, your idea is too far along to benefit from this workshop.

