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| **Team Name** | Team XYZ  |
| **Vision** | One line about your end state vision |
| **Sector** | The relevant industry  |
| **Team** | A list of team member names, university/degree (undergraduate, masters, doctorate), and email addresses. Briefly describe the team’s background (beyond resume snippets). What are the key strengths of the group? |
| **General****Description** | *Give us the elevator pitch.* This is the most important part of the application. You have ~125 words, make it count. Use simple language; write so that your grandmother could understand. What is the idea? Why write this application? What do you find interesting? What pain points do the products/services address? How would value be created?  |
| **Blockchain**  | *Assess Fit.* Is blockchain technology essential for the product/solution? How can blockchain technology provide a better solution than an alternative, established technology? What aspects of the technology are particularly useful? How is Corda specifically well positioned? |
| **Market Size** | Assess the landscape for this idea's products and services. Define its addressable market and explain the size of this market(s).  |
| **Partners** | Who are the major players in the space? What companies can you potentially work with? Are there partners or consortiums to collaborate with? Is the industry receptive to blockchain technology? |
| **Competition** | Describe the competitive environment. Who are the main competitors? How would they compete with you? What are the issues/opportunities impacting all players in this market?  |
| **Revenue****Model** | How can the idea make money? Describe the business model in more depth. What are the components of a potential product offering? What are the economics of these products? How capital intensive is the model? Do these economies change with the scale of the company? |
| **Distribution****Channels** | How could the company acquire new customers or clients? What are the channels through which the company could sell? How effective are these channel partners? How would these relationships be managed? Would they be externally or internally managed? What do the economics of these look like? How can the company represent itself in the marketplace (sales & marketing)? |
| **Merits** | Make a recommendation; voice your opinion. What is the most compelling reason(s) for exploring this idea further? What excites you about it? What is the upside in terms of impact? Financial inclusion? Scalability? Profitability? Provide the two or three key reasons why your idea should win the competition. |
| **Risks** | *Sanity check the idea.* In your opinion, what are the potentials risks the company might face? Competition? Poor revenue model? Are there regulatory considerations? Does the idea require a "big bang" change to existing infrastructures, processes, or market conventions? Did you account for interim or migratory states (i.e. a transition period for your customers)? What are the key barriers from getting this idea into production? This is not meant to be a laundry list of risks, just identify and describe the two to three biggest threats to consider. |
| **Next Steps** | What are potential next steps to take the idea further? Where could this idea go? Which areas would you like to investigate or build upon more? What further resources would you need? |
| **Favorite Blockchain Twitter Troll** | And why? The least important part of the application.  |