

Idea Challenge

Application Form

Sponsored By:



Explain Idea/Concept/Technology:

- ▶ Describe your product or service idea and business concept. (Give us your "elevator pitch.")
- ▶ Identify any technical aspects of the product, idea, or concept.

Market Opportunity:

- ▶ What market need or problem are you addressing with your idea?
- ▶ Who is your target market?
- ▶ What is the size of this market and what portion might purchase your product or service.
- ▶ What other products or services are currently on the market that will compete with your idea?

Business Opportunity:

- ▶ What do you see as the geographic scope for your business?
- ▶ What do you see as the greatest obstacle to success?
- ▶ What experience do you bring to this effort?

Applicant Contact Information:

Business Name (if available): _____

Applicant Name: _____

Address: _____

Phone: _____

Email: _____

Describe what you envision your role being in advancing this idea/concept/technology:

(Ex: Business owner, advisor, product development or research, sales, want to sell/license idea, etc.)

Partnering Organizations:



101 N. Farwell Street, Suite 101
P.O. Box 1108
Eau Claire, WI 54702



Village of Fall Creek

