



## STUDENT DIVISION APPLICATION QUESTIONS

Below is a list of the application questions for the Startup Challenge. To fill out your application, go to <https://startupmontereybay.com/startup-challenge-monterey-bay/compete/>.

### Application Questions

1. Please give a brief description of your company.
2. What is the customer problem you are solving? Who has the problem, and how important is it to them?
3. What is your solution (product/service) and how does it address the problem?
4. What is your competitive advantage?
5. How will your business generate revenue?
6. What is your go-to-market strategy?
7. Who is on your team and what are their backgrounds (founders, employees, partners, advisors)?
8. What have you accomplished so far in the development of your company?
9. What are the key milestones (with dates) you need to achieve to start your business?
10. How much money will you need to get to the market or to your next stage of development?
11. What sources of financing do you intend to use to fund your business? Include personal funds.



12. How will these funds be used?