

**UNC/NC State Department of Biomedical Engineering
i4 Program Pitch 1 – Student Team Submission Form**

Due: November 10th, 2022

Directions: Please submit a completed and signed (digital signatures are acceptable) form to Caitlyn Collier: caitlyn_collier@med.unc.edu by the deadline.

Team Lead Name: _____ Signature: _____

Email: _____ Graduation Year: _____

Team Name: _____

Team Members (All team members must be declared BME students):

1: _____ Signature: _____

Email: _____ Graduation Year: _____

2: _____ Signature: _____

Email: _____ Graduation Year: _____

3: _____ Signature: _____

Email: _____ Graduation Year: _____

4: _____ Signature: _____

Email: _____ Graduation Year: _____

Faculty Advisor:

Faculty Advisor*: _____ Signature: _____

Faculty Advisor Email: _____

Industry Advisor (Note: An industry advisor is not required for the 1st pitch):

Industry Advisor*: _____ Signature: _____

Industry Advisor Email: _____

*I agree to provide mentorship to the student without generating intellectual property claims.

Project Information:

Project Title (6 words or less): _____

Non-confidential Short Project Description (140 **CHARACTERS** maximum):

Non-confidential Project Description (125 **WORDS** maximum):

1. Define the problem
2. Disease state fundamentals (description of disease, incidence, prevalence)
3. Define the unmet biomedical need
4. The proposed solution (DO NOT INCLUDE IP!)
5. Market size, including total addressable market
6. Competitors/competition
7. Value proposition (a statement explaining why a potential consumer would choose your product or service over similar offerings)