

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)