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

\*\*Due: January 26th, 2024\*\*

<u>Directions:</u> Please submit a completed and signed (digital signatures are acceptable) form to Caitlyn Collier: <u>caitlyn\_collier@med.unc.edu</u> 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:	

<u>Industry Advisor (Note: An industry advisor is not required for the 1<sup>st</sup> pitch):</u>
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 <u>CHARACTERS</u> maximum):
Non-confidential Project Description (125 <u>WORDS</u> maximum):
<ol> <li>Define the problem</li> <li>Disease state fundamentals (description of disease, incidence, prevalence)</li> <li>Define the unmet biomedical need</li> <li>The proposed solution (DO NOT INCLUDE IP!)</li> </ol>
<ul><li>5. Market size, including total addressable market</li><li>6. Competitors/competition</li><li>7. Value proposition (a statement explaining why a potential consumer would choose your product or service over similar offerings)</li></ul>