**Competition NOVUS**

**Submission**

(University students

w/out pre-existing work or research)

*<Business/Team/Project Title>*

Member Name(s) and current occupation (e.g. Year 2 Student @ NUS):

1.

2.

3.

4.

5.

Main contact person:

Main contact email:

Main contact mobile number:

**EXECUTIVE SUMMARY**

The Executive Summary should BRIEFLY cover the major ideas in the proposal.

**PROPOSAL NARRATIVE**

1. **Describe the Problem Statement/Customers’ Needs**

What is the background to the Problem Statement/Customers’ Needs that your team aims to address?

1. **Description of Innovation/Product**

Describe your Innovation/Product.

1. **Competitive Advantage**

What is the uniqueness of your Innovation/Product? Who are your competitors? What is your value proposition?

1. **Business Plan**

How is your innovation, product, or service commercially sustainable? Has your team developed a plan? For this competition, commercial sustainability means that your innovation can continue to be updated and generate revenue in the future. What are your plans for future development of the proposed product or service both for yourselves and for others to carry out?

1. **How does your startup help in the fight against Climate Change, or the achievement of the UN SDGs (and which one)**

How does your product, service or business model create a positive social impact for Singapore, or the rest of the World?

Examples: Does your innovation reduce plastic wastage for manufacturing? Does your product aid in the prevention of diseases for urban districts? Does your business model aim to complement the vertical farming industry? Does your invention’s civilian applications involve creating cheap infrastructure for cellular signals?

1. **Team**

Provide a list and description of the relevant technical (or business) courses, experiences, and qualifications that your team’s key members possess, as well as each member’s role.

1. **Brief description on how you plan to realize your proposed innovation**

As undergraduate students, your team may not currently have the skills or knowledge to turn your proposed idea/startup into reality.

Please provide us with a brief description of the university course(s) your team members are taking, as well as any other learning experiences you are all currently or planning on taking (e.g. research attachment, robotics competitions, internships) during that period.

This is so that we are aware of how your team plans on building the necessary knowledge and skillsets to pursue your idea.

1. **What type of support are you looking for from IDE(A)S Lab?**

We wish to know how we can best help you; if you would like to visit the lab in person, please feel free to reach out and we will arrange an appointment.

(e.g. business mentorship, equipment, legal services)

1. **(Optional) Supporting Data or Proof of prior Project Work or Research**

Any additional materials such as photos and spreadsheet data can be attached here; otherwise, videos or other forms of materials can be separately attached to your submission email.

For better clarity, please also provide a brief description of the materials you are attaching.