



*Application Form:*



**Dow Sustainable Student Challenge Award (SISCA) of 12,500 AUD**

**&**

**UQ Dow Centre Sustainable Engineering Innovation Start-up (SEIS) Grant:  
Business Proposition of 12,500 AUD**

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**Project Title:**

**Team Name:**

**Name, Email and Phone Number of Team Leader:**

**Names, Emails and UQ Affiliation (if relevant) of Team Members:**

To the best of their knowledge, the undersigned hereby confirm that the idea as described in the submission has been generated and developed by the team members.

If the above is true, please all team members sign below and scan the document:

## Executive Summary

### **1 page summary you would present in an elevator to get people excited**

*This is the one page document we'll send onto the judges ahead of time – make it succinct and focus on the key details. This is your chance to wow them before they see you present.*

## Industry Analysis

*Note that not every question or section must be filled out; these are just guidelines to help you construct your story. You may fill them out individually or go with something entirely different if you feel that provides enough of an insight to the level you feel comfortable with sharing.*

*This section can be particularly tricky to fill out if you are not already inside the industry or are not having conversations with people who are. We encourage you to speak with as many people in your industry as possible, and to mention those conversations here.*

## Industry Definition

What industry would you classify the business or idea to be in?

What is the current situation of the market?

What is the problem they have that you're trying to address?

What's needed to succeed in your industry specifically? Do they look for anything in particular?

*This is your chance to let us know about any key pieces of information the average person wouldn't know about your field, and provide context around the problem you're addressing with your idea for a sustainable solution. Use this opportunity to indicate the market/industrial/political/social context that the average person needs to understand in order to truly appreciate the value of your idea.*

## Your Product/Service Idea

Use this section to tell us more about your idea. Give us a feel for what goes into making and delivering it so we can understand its feasibility.

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## Goals and Objectives

Why is this going to make a difference? How could it make the difference?

Do you have realistic targets or goals set in place to do so? If not, how can you insure you will reach your objective?

## Tell us About of Your Idea

Share the vision of your idea.

*Note that this is just the introduction to your idea, just keep this section simple and clean. Go into detail in further sections once we've digested the concept and are hungry for more.*

## The Opportunity

Why would anyone care? Convince us that there are people that will want or need your idea.

How big is the need? How much are people paying now to satisfy (or not satisfy) this need? What is the size of the market for solutions in this space?

*Note that people may not necessarily be paying money to satisfy a need, as expenditure may be in the form of additional labour/effort due to complexity & risk, undesirable compromises with other companies or with countries in their international relations, etc. The cost of a problem to a person, entity or society will very much depend on the context of your idea.*

## Product Characteristics

What makes your product awesome? How much of your product is needed or wanted per customer? How do these characteristics compare with competitors?

### Features and Benefits

Why would people be attracted to your idea?

### Trial ability

How easy would it be to trial this idea? Can it be demonstrated in front of potential customers or investors?

**Scalability**

Can your idea scale from a local environment to a national stage, or even internationally?

Some good starting places to learn about scalability are [here](#) and [here](#).

**Transportability**

Is this something that can be easily transported, or does it need to remain fixed? Is it something you could show investors or potential customers?

**Ease of Manufacturing**

How easy could this be to manufacture? Are there similar manufacturing processes or products made the same way which would cut costs in development?

**Operational Resource Requirements**

What would you need to use this idea? Are these requirements of operation easily accessed and reasonable for the customer? Or could they become a new practice/routine?

**Engineering Life Cycle Considerations**

What are the lifecycle implications of this idea likely to be? Would they have a significant positive or negative impact on any of the following: ecological, climate change, waste management, air & water pollution?

*This may be difficult to quantify, but general justifications will be okay. This is most relevant (although not exclusive) to physical products that need raw materials, energy and water to produce and transport.*

## Strategic Overview

### 2-3 page overview of the most critical parts of your idea

This part might have minor overlaps with the sections following it. Please be mindful to write the information in an order that makes sense and is logical, as disjointed facts or concepts can be difficult to interpret on paper.

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### Current Stage of Development

Is this a conceptual idea or have you developed it further as a prototype or business? Have you spoken with potential customers? What else needs to be done on product/service development to enter the market?

*Note that if your idea is technologically based, NASA's 'Technology Readiness Level' framework is a great way to guide the answer to this question from a technical perspective ([link found here](#)).*

### The Proposed Business Model

What do you think is the best way to deliver the business to the market? How would you make money off it? Is the value of the product great enough for people to purchase it over your competitors'?

For more information and a framework to help shape your ideas, check out the [Business Model Canvas](#) and an [explanation of its parts here](#) to help guide and discuss your business model. Specifically, have a look at the [YouTube video here](#).

*Note that doing this part well will differentiate your submission from others in the UQ SISCA competition. This is often the least well executed part, if addressed at all, and has frequently become the reason for some submissions not proceeding into the next round of the competition.*

### Sources of Competitive Advantage

What is your competitive advantage in the marketplace against a competitor? Is this advantage great enough to make people want your product over your competitors'?

*More detail around this can be found on [Wikipedia here](#). Sometimes it may be unclear as to how you can properly differentiate from a competitor as a technology or business, so [here is a good document explaining competitive advantage and extensively detailing potential strategies for differentiation](#) – although recognise that this is written specifically for the agricultural industry and is lightly tailored towards that.*

### Key Assumptions

What key technical and business assumptions does this project assume? Have you tested any of these assumptions, or do you have a plan to test them?

*If you would like a more detailed explanation of business assumptions, have a look [here at this article](#).*

## Management & Delivery Team

### 1 page overview

#### Key Team Members

Tell us in a paragraph about your key team members and what they're studying, and how their backgrounds contribute or will contribute to the idea.

#### Investors, Strategic Partners & Alliances

Anyone else involved that you think we should know about? This is the chance to impress us with some serious external involvement.