



Polsinelli Innovation Competition Entry Form

[Company Name] Executive Summary

Company Profile - [In 50 words or less, describe the business of the company and its distinctive competence.]

Product/Technology - [Describe the product or service. Include a clear statement about what problem it solves]

Market Opportunity - [Define the market and include an identification of customers, market drivers and competitors, and how your solution is unique and why customers will purchase the solution you offer.]

Sales and Marketing Strategy - [Identify how you will connect with and convince customers to purchase your product. Where appropriate, outline the distribution channels that will be used to access customers.]

Team/Founders - [Identify the management team and identify how their qualifications are relevant to the business.]

Investment Sought - [Indicate how much funding the company seeks; if appropriate, indicate target dates and amounts for phased investment.]

Use of Proceeds - [Identify key milestones and indicate how the funds will contribute to accomplishing those milestones.]

Main Contact - [The name, title, company name, address, phone number and e-mail of person submitting this application should we have any questions.]

Presenter - [The name, title, company name, address, phone number and e-mail of person who will present should you be selected as a finalist.]

Please check the box below for release of your Company Profile and Executive Summary to interested parties.

I agree that my Company Profile may be shared with the participants of Global Midwest Alliance's 2013 Polsinelli Innovation Competition event. I agree that my Company Profile and Executive Summary may be shared with the judges of the Polsinelli Innovation Competition.

Please limit the length of your Executive Summary to two pages or less. All submittals or questions should be sent to innovationcompetition@globalmidwestalliance.org.

Entries Due: July 24, 2013 by 11:59 p.m. CST