Eligibility Requirement:
Submit 2-page executive summary addressing the following (see sample below):
- What is your product or service? (25 words or less)
- What is your estimate of the total available market annually, and how did you calculate it?
- Who would your customers be? (e.g., large companies, small companies, individual consumers, etc.)
- How will you find and sell to them? (e.g., direct sales force, online website, trade shows, strategic partnerships, etc.)
- What is your revenue model? (e.g., product sales, rentals, subscription, licensing, etc.)
- What are the incumbent competing products or services?
- Why would customers buy your product or service over incumbent offerings? (e.g., faster, cheaper, stronger, easier to use, etc.)
- What are the potential barriers to success? (e.g., regulatory, high capital requirements, technical difficulties, lack of customer adoption, etc.)
- How much money do you need and how will you get it? (e.g., friends and family, angel investors, venture capital, bootstrap, government grants, etc.)

Intellectual Property Protection:
Have you disclosed any potential inventions to the Office of Technology Transfer? If not, please do so before the showcase so they can file any relevant intellectual property protection.

Selection Criteria:
- **Project Plan:** Do the applicants have a realistic plan, technically and commercially? How clearly are technical and business goals described?

- **Commercial Potential:** Will the results of the project have commercial value? Will the project serve as the basis for a new or improved technology or science-and technology-based service or application?

- **Understanding of Market and Customer Need:** How does this technology or capability address a market need? Do the applicants adequately describe the market?

- **Understanding of Competitive Landscape:** Do the applicants have a realistic understanding of the market and potential competitors?

- **Team:** Is the team interested in and capable of pursuing the project further?

- **Resources:** Are the resources required for the project accessible?
Sample Executive Summary

- What is your product or service? (25 words or less)
  - Anti-gravity machine capable of carrying up to a dozen people at high speeds and altitudes over long distances using cold fusion.

- What is your estimate of the total available market annually, and how did you calculate it?
  - Commercial: $8 billion, based on an assumption that we could replace much of the 2011 global general aviation and private jet market of $8.4 billion
  - Military: $15 billion, based on military aircraft market of $28 billion in 2012 and considering that much of that market is for larger aircraft

- Who would your customers be? (e.g., large companies, small companies, individual consumers, etc.)
  - Airlines and air taxi services, large corporations, high net worth individuals, military

- How will you find and sell to them? (e.g., direct sales force, online website, trade shows, strategic partnerships, advertising, etc.)
  - Direct sales force

- What is your revenue model? (e.g., product sales, rentals, subscription, licensing, etc.)
  - Product sales

- What are the incumbent competing products or services?
  - Private and corporate airplanes and jets, helicopters, airlines, buses, cars, trains

- Why would customers buy your product or service over incumbent offerings? (e.g., faster, cheaper, stronger, easier to use, etc.)
  - Lower operating costs, environmentally friendly, cheaper to make, easier to fly, no runway required, quieter, etc.

- How much money do you need and how will you get it? (e.g., friends and family, angel investors, venture capital, bootstrap, government grants, etc.)
  - $10M to complete technical development
  - $100M to set up manufacturing
  - $10M for initial sales and marketing effort
  - $100M for infrastructure development and customer service
  - Total of $220M for initial capitalization

- What are the potential barriers to success? (e.g., regulatory, high capital requirements, cost, technical difficulties, lack of customer adoption, etc.)
  - Technical: cold fusion and anti-gravity technology may fail
  - Regulatory: FAA regulations may prevent flight certification and may not be able to handle air traffic control
  - Supporting Infrastructure: Would need to build out customer service, cold fusion refueling stations, landing pads, etc.
  - Etc.