

## NAME OF SOLUTION/PRODUCT

- Name of Individual / Team
- Institution
- Department

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- Personal Motivation
  - Tell us about your motivation, why do you want to solve the problem, why do you want to work on the challenge
  - Mention the situation where you saw the challenge, faced the problem personally, where the idea the clicked
  - Which situation/person that motivated you to find a solution
  - Why entrepreneurship, there could be other ways to solve the challenge

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- Explain the Challenge/Problem you are working on
  - Who's facing the problem - sociographic, demographic, data if available
  - Are they demanding a solution, if not then why?
  - How many people are affected?
  - Data / Literature / Media Coverage (Put sources)

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- Mention steps you took to turn your idea into a product or a solution
  - If you made a proof-of-concept or a prototype – provide an explanation, images, video
  - If you did a field test, experiments, pilot – provide the learnings, results, data, images, video
  - Who are stakeholders in your idea to product journey?

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- Why your idea or your solution can be useful to address the problem?
  - Why is it unique / how you will make it unique?
  - Value Propositions?
  - Role of Technology / Novelty / Design?
  - Solutions that failed / were partially successful / didn't cover the affected people?
  - Do you face competition / how do you address competition?

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- 6 months plan if you become e4i fellow
  - Tell us what you will do to turn your idea / prototype into final product or reach to business plan?
  - What resources will you need?
  - Will you be able to form your start-up in the next 6 months?
    - Provide reasons

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- Business Model Canvas
  - You can use any template from internet
  - Depending on your current stage, how would your Business Model Canvas look like (be realistic, not necessary you have all the answers now)

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- Why do you think Social Alpha is the right platform for you?
  - Why are you the right candidate for e4i?