



MELBOURNE UNIVERSITY
ENTREPRENEURS
CHALLENGE

www.muec.mbs.edu

200 Leicester Street • Carlton VIC 3053
Tel (03) 9349 8443 • Fax (03) 9349 8498

MUEC 2007/2008 - Registration Form

This Registration Form represents the formal entry requirement into MUEC 2007/2008 and must be signed by *each* team member.

Team Name: _____

I hereby acknowledge that I have read and understood the Terms and Conditions of Entry as displayed on the Website as at Wednesday 10th October 2007, and enter into the Challenge on the basis that I agree to be bound by such Terms and Conditions of Entry.

	Member Name	Member Signature	Date	Student ID (if applicable)	University (if applicable)
1.					
2.					
3.					
4.					
5.					
6.					

Please note: At least 30% of your team must be or have been enrolled students or staff of Victorian universities during the year of entry. (refer to Section 2.3 of Terms and Conditions of Entry)

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Plan. Pitch. Pursue.



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MELBOURNE UNIVERSITY ENTREPRENEURS' CHALLENGE 2007/2008

ROUND 1 QUESTIONNAIRE

TEAM NAME:

TEAM MEMBERS:
(Identify Primary Contact)

HOW DID YOU HEAR ABOUT MUEC?

Primary Contact Information

ADDRESS:

EMAIL:

PHONE:

FAX:

MOBILE:

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SECTION 1 – CONCEPT DESCRIPTION

1. What is the title of your concept?
2. Describe your idea in 300 words or less.
3. What is the value proposition of your concept?
4. Provide a brief history or background of the team and the concept.

SECTION 2 - CONCEPT MARKETING

1. Describe the target customer and market for your product/service.
2. Is this market expanding/growing?
3. Describe your distribution strategy.
4. Describe the competitive environment.

SECTION 3 - CONCEPT ANALYSIS

1. Describe your competitive advantage.
2. How will this competitive advantage be sustained?
3. What assumptions have you made in formulating your idea?
4. Identify any weaknesses or risks of your current plan and describe how they will be addressed.

SECTION 4 – TEAM RESOURCES

1. Describe your team resources:
Name:
Position/Title:
Relevant Experience/Background:
(Including relevant educational experience)
2. What other skills/experience does your team need but does not currently have?
3. What is the current structure of your team (numbers in your team, whether you are incorporated)?

SECTION 5 - FINANCIALS

1. How will this business make money?
2. What are your estimated sales volumes, profit margins, overhead expenses etc?
3. Identify capital and other expenditure items required to implement the idea and estimate the timing/milestones.
4. When will this business break even?
5. Are investors being sought?
6. Has any funding (external to your team) been received to date and if so, where from?



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SECTION 6 - CONCEPT DEVELOPMENT

1. How are you going to proceed with your idea?
2. How do you plan to deliver your product/service to the market?

SECTION 7 - OTHER

1. What aspects of your idea would you like to highlight?