DREXEL UNIVERSITY
Charles D. Close
School of Entrepreneurship

APPLICATION
ENTP 499-001 --- Launch it!

"Launch It!" is a class in which you will work hard to start your business. It is not a business-planning class. It is designed for you to roll up your sleeves and actually start your company. Seats are limited, so you need to meet certain criteria to qualify for the class. This is because you will be receiving one-on-one guidance and mentoring in the process of starting your company. So, prospective "Launch It!" participants need to demonstrate that they are serious about starting their company.

I. About You:

Drexel ID:

Drexel e-mail:

Last Name:

First Name:

Major:

Anticipated graduation year:

Skill Set (please list all; e. g., Finance, Programming, etc.):

II. About your start-up:

a) In one or two sentences, what is your business or idea?

b) What is your status (concept, prototype, etc.)? How long have you been working on it? (Please provide any links, videos, models, designs, prototypes, or demos if available)

c) Is there anything in the market like this already? If yes, why is yours better? If no, why not? Who are your competitors?

d) Who is your customer? Provide a brief overview of the market you are intending to sell to.

e) How is this idea going to make money? If your business is already up and running, how are you making money?

f) What evidence do you have that suggests this customer wants or needs a solution to the problem you are solving?

III. About your process:

a) What are your key assumptions (i. e., assumptions for your idea/business to work; example: Late night cookie delivery – 1) That people will eat/need cookies late at night, 2) That people will want them delivered 3) That people will pay a delivery fee…)?

b) How can you de-risk these assumptions? In other words, what can you do to answer these assumptions/questions? (Example: Late night cookie delivery –1) ask potential customers if they would pay a delivery fee, 2) Look at competitors or proxy companies.)

IV. Last but definitely not least:

Tell us your story. Why do you want to be an entrepreneur? What motivates you? What are your interests? What is your ultimate goal for this idea/business?