

STUDENT IGNITION GRANT: REQUEST FOR PROPOSALS

STUDENT IGNITION GRANT PROPOSAL FORMAT (\$5K-10K):

Student Teams interested in an Ignition Grant should submit a Pitch Slide Deck on YouNoodle starting today through May 13, 2022. We encourage submissions to support the development of prototypes and collaborative projects with students outside of science and engineering.

Pitch Deck Instructions: Be sure to address the following topics in your slide deck. For assistance and more information, contact Ivy Schultz, Director of Entrepreneurship Programs (email: ischultz@columbia.edu).

- **Customer Problem** – What problem does your idea attempt to address, and who is the customer/beneficiary? Be specific.
- **Product/Service** – Provide details on the product or service that your business venture would offer.
- **Market size** – What is the size of the total market? What is the size of the market you will target in the first 1-3 years?
- **Competitors and Competitive Advantage** – Who else is active in this area? How are you different from competitors, and how will you sustain that?
- **Market Validation** – Have you tested your idea with potential customers? If so, what were the results? If not, do you plan to, and how?
- **Management Team** – What capabilities does your team have to be successful?
- **Work Plan and Goals** – What are your goals for the next 12 months? Milestones: What will your key milestones be? Be specific.
- **What will Ignition Funding support?** – Make sure to address both product development and business development activities. Note that half of the funding is dependent upon reaching your first set of goals. Please note any planned use of the Columbia Makerspace.
- **Timeline** – At a minimum, you should address what you will do over the next 6-12 months. Make sure to explain the details of your planned activities, including the what, who, and how.
- **Financial Information** – What are your timeframes to achieve scale and revenue? Please describe how much funding you are seeking, how much you have raised (if any), and your estimated monthly operating expenditures.