**Application form**

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| **YOU** | | | |
| Name |  | | |
| Email |  | | |
| Mobile number |  | | |
| University/Institution |  | | |
|  |  | | |
| **YOUR TEAM** *(The Big Idea Challenge is for individual application or teams of 2 or 3 people, but applying with a team is strongly recommended. So, who are you entering with?)* | | | |
| **Team Mate 1** |  | **Team Mate 2** |  |
| Name |  | Name |  |
| Email |  | Email |  |
| Mobile number |  | Mobile number |  |
| University/Institution |  | University/Institution |  |
|  |  | | |
| **CATEGORY YOU APPLY FOR (***Please tick a box)* | | | |
| Digital Technology Social Impact Creative | | | |
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| **YOUR BIG IDEA** | | | |
| **1) Idea title**  What is your idea? Tell us about your idea. Be clear and concise ... less is more! (max 10 words) | | | |
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| **2) What is the problem, or unmet need, that your idea addresses?**  Big Ideas solve problems, or satisfy pressing needs, for people. Tell us about the problem, or unmet need, that your idea addresses (max 150 words) | | | |
|  | | | |
| **3) Who will your customers/users be? Hint: it's not 'everybody'!**  These people will become your buyers or users. Who are they? Be specific - think age, gender, interests, locations, demographic and passions. (max 100 words) | | | |
|  | | | |
| **4) How will your idea make money?** Explain how your idea will make money. Some possible sources of income include selling, subscriptions, renting, leasing, licencing, or advertising. (max 150 words) | | | |
|  | | | |
| **5) What makes your idea different, original or better than the others?** Is anyone already doing this (solving this problem for people)? (max 150 words) | | | |
|  | | | |
| **6) Tell us why you are passionate about this idea and how serious you are about it** (max 100 words) | | | |
|  | | | |
| **7) Upload your video to a public video service and provide us with the link** Internet link to 60 second video | | | |
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**Acceptance of the Big Ide Challenge Competition Rules**

⃞ I hereby accept and agree to abide by the rules of the Big Idea Challenge