**Application Process**
The application consists of Part A and Part B.
*Part A* is on the next page and asks for info on:
- Overview of your idea and team
- Elaboration of proposed venture
- Bios of team members

*Part B* is a separate form on Team Logistical Information.

All application materials (Part A, Part B and bios) are due on Monday, November 23, 2015 no later than 12:00 noon. Please submit electronically to Yuri Woo (yuriwoo1@stanford.edu).

**Notification Process**
All teams will receive notifications of their status by 5:00 PM on Friday, November 27, 2015. Accepted teams will receive information from Yuri Woo on the process of adding S321 to their study lists.
1. Overview of your Idea and Team (1 page maximum)
   1.1 Team Name
   1.2 Give a short (20-25 words) description of your business idea.
   1.3 Brief overview of why your team is excited and qualified to evaluate this opportunity.
   1.4 Name and Photo (1.5"x1.5") of each team member, along with Stanford affiliation (MSx, MBA2, Engineering, Education, etc.).

2. Elaboration of Proposed Venture (2 pages maximum)
   2.1 Outline the idea. Include the trends, as discussed in *Identifying Venture Opportunities* (available on the S321 website), that help explain why your venture idea shows potential at this time and why your venture is positioned in an exciting opportunity space. Include some discussion if possible of whose needs are being met by your proposed venture, customers and users, some early concepts on your proposed products or services, etc. Any ideas of your revenue model (who pays for what?) are helpful.

   Outline what else you have already learned about your proposed venture, such as other considerations that make the idea so attractive, market characteristics, competitors, key risks and uncertainties that need to be resolved, etc. If this idea comes from one of the team’s professional or educational experience, we would like to hear about it. If this idea came from personal experience, it would be helpful to have you describe that experience and how it led to this concept.

   2.2 Include a short description of the activities that you plan to carry out early in the winter quarter to address whether your idea is viable. For example, expert and customer interviews, whom do you plan to interview, what plans do you have for focus groups and/or surveys, what kind of secondary (library, internet, etc.) research are you planning, what prototypes of your product/service offering do you plan to build, etc.? Furthermore, give a couple of examples of questions you are looking to answer.

3. Bios of Team Members
   3.1 Attach a one-page resume for each team member that highlights their relevant experience for your proposed venture.