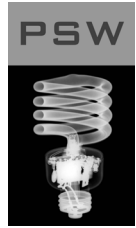


Application to participate in the Pre-Seed Workshop



Location & Date: See psw-ny.org website for current schedule.

Your first choice location and date:

Other locations that would work for you:

*This workshop will do some serious thickening of your business idea. As such it requires attendance at the **Kick-off Event, Day One** (the next day), and **Day Two** (typically one week later). It also requires 5-10 hours of “homework” between Day One and Day Two.*

Name: _____ Phone: _____ email: _____

Please check one, or both:

- I would like to participate on a team but do not have a business idea of my own.

My relevant background: _____

- I have a business idea that I would like to take through the workshop.

Very brief summary of the idea: _____

List others that you may want to attend the workshop on your team: _____

Explain your and/or your idea’s connection to a NY State university: _____

Does your idea relate in anyway relate to (circle all that apply):

Energy Environment Medical Devices Pharma/Bio IT/HW SW/Website Electronics/Instrumentation

Fax form to the Host City Coordinator (HCC) of your first-choice workshop. Please call HCC with questions. See website for HCC contact information. For general questions you may also contact:

Mark W. Wilson 585.482.5524 wilson@psw-ny.org —or— Judy Albers 585.389.6104 albers@psw-ny.org

Continue on the reverse!!

PSW Application (continued)

Idea-status: *For each criterion below, please circle the approximate status of your idea.*

Criteria		<i>Nothing/minimum</i>	<i>Thin</i>	<i>Thicker</i>	
Business plan		Don't have one	Have started some parts	Have one that could use revisions	Have a solid plan
Public presentations		None	Some informal chats	Given presentations; but they don't seem to resonate	Have a variety of excellent versions for different audiences
Funding (that has gone to the "company")		No money yet	SBIRs applied for and/or won	Already raised a "family round". Starting to talk with angels	Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping
Funding (that has gone to university research)		Nothing	A few years; a few hundred thousand	Years & Millions	
Patent, Intellectual property		Invention record	Provisional, Pending	Issued	
Team resources	There is no "idea-champion"	Champion exists	Champion plus 1 or 2 are willing to help or already help a bit	Champion plus 1 or 2 others have already been working on this part time	Full team of committed resources covering technology, marketing, and business formation
Team alignment with overall vision & plan		Don't even know the vision, yet	Have a rough vision. Needs discussion & alignment	Could use more alignment	Well crafted vision and alignment. We all know where we are going and how we'll get there
Applications & products	Haven't considered any applications	Have some applications in mind.	Aspects have been prototyped	Integrated working prototype exists	Already have many and/or strong beta customer(s). Already selling product
Market research		None	Some internet-based information	Mapped and prioritized potential markets	Market attack plan, collateral and sales training exist
Market input		None	A few conversations with potential customers and users	1 or 2 small volume, beta-customers and/or a design partner	Numerous qualified market surveys have been completed
Financials		None	Back of the envelope calculations	Reasonable spread sheet(s)	5-year P&L, including detailed assumptions for expense and revenue. Development and Operational years
Company formation		Nothing	DBA filed	Incorporated (Inc., LLC...)	

Note:

If you circle *anything* to the LEFT of the bold box, your idea needs more thought before it can benefit from this workshop.

If you circle *too many* items to the RIGHT of the box, your idea is too far along to benefit from this workshop.

