



# RISN Resource Innovation and Solutions Network INCUBATOR

## application questions

Before you proceed with your application, please ensure you are prepared to address the following:

### Basic Information

- » Your name
- » Your email address
- » What is your role in the venture?
- » Basic demographic questions

### Venture Information

- » Venture name
- » Venture website
- » Is your business legally founded? Y/N
- » If yes, select the legal entity type (LLC, S Corp, B Corp, etc.)
- » What was the month/year that your venture was legally founded?
- » What is the current stage of your product/service development? (Concept, prototype, generating revenue, etc.)
- » What is your NAICS code? (See here for NAICS code information <https://www.naics.com/naics-drilldown-table/>?)
- » How many paid employees does your business have?
  - » Full-time Part-time
  - » # of paid work hours
  - » Median compensation of paid employees
- » How many unpaid employees does your business have?
  - » Full-time Part-time
  - » # of unpaid work hours worked

- » Is your business in revenue? Y/N
  - » If yes:
    - » What was your gross sales from most recent fiscal year?
    - » What are your gross sales for the lifetime of your business?
- » How many patents does your venture currently hold?
- » How many patents pending does your venture currently have?
- » How much capital has your venture raised or what type of funding has been received? (Owner's equity or personal investment, angel or venture capital funding, commercial loans, grants, etc.)

### The Elevator Pitch

Please submit a 2-minute video of your elevator pitch. Suggested format as follows:

"We sell/provide (our product or service) to (our target market), who need (this pain point addressed). Unlike (our competitor), we do (secret sauce) better...."

Be sure to elaborate on this statement. An elevator pitch should address the key elements of your business, such as your product, target market, pain point being addressed, competitors/alternatives, and competitive advantage. Keep in mind that an effective elevator pitch is concise and effectively conveys a clear sense of purpose and value, while also exciting others about the opportunity.

## The Problem And Solution

- » What problem or pain point are you addressing? Provide a clear narrative that communicates this pain point and demonstrates the need for this problem to be addressed. (Maximum of 1000 characters)
- » How does your solution solve this problem? (Maximum of 500 characters)
- » Does your solution address waste diversion and/or how does your solution advance circular economy? (Maximum of 500 characters)
- » Will your venture want access to waste feedstocks from the City of Phoenix? Y/N

## The Product/Service

Briefly describe your product or service and be clear about how this addresses the pain point you are aiming to solve, who the end customer of your product is. (Maximum of 500 characters)

- » What differentiates your product/service from competitors or alternatives?
- » Why will customers use your product?
- » Describe your competitive advantage and how you are better or different from competitors. (Maximum of 500 characters)
- » How many patents pending does your venture currently have?
- » How much capital has your venture raised or what type of funding has been received? (Owner's equity or personal investment, angel or venture capital funding, commercial loans, grants, etc.)

## The Customer

- » Who are (or will be) your customers?
- » What are their pain points and why will they buy your product/service? (Maximum of 500 characters)
- » What is your plan to engage customers?

- » How will they find out about your product/service and how will you ensure they buy it?
- » How will you retain these customers after they buy your product/service? (Maximum of 500 characters)
- » Who is your target market?
- » What is the size of this market and how did you quantify this market? (Maximum of 500 characters)

## The Plan

- » How will you engage customers? Prove that they will be willing to buy your product or service from you. (maximum of 500 characters)
- » How do you plan to sell your solution to customers?
- » How will you market your product/service? How will you obtain new customers? (Maximum of 500 characters)
- » What key partnerships will you form to advance your product or service? (Maximum of 500 characters)
- » What are your major milestones for the next 6 months? The next year? What do you want to have accomplished in the next 5 years? (Maximum of 500 characters)

## The Team

Briefly describe your key team members. Provide enough backstory to set the stage for how each person will contribute to the success of your company's development. Set the narrative for your team dynamics and values. Are there any holes in your leadership, and if so, how do you plan to address this in the near future? (Maximum of 1000 characters).

List any key advisors you might have and their contributions to your venture/company.

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