

Imagine, Discover, Realize Grants Imagine Grant Application

Application Deadline
September 24, 2009
5:00 p.m.

Return to the PACE Office
 (BusAd E-301) or send e-mail
 with all info to
 pace@hawaii.edu

BUSINESS NAME: _____

TEAM MEMBERS (maximum of five):

Name / Email	Major / Graduation Date	Student Status
Name: Email:	Major: Date:	Full/Part Time? Full / Part UH ID number:
Name: Email:	Major: Date:	Full/Part Time? Full / Part UH ID number:
Name: Email:	Major: Date:	Full/Part Time? Full / Part UH ID number:
Name: Email:	Major: Date:	Full/Part Time? Full / Part UH ID number:
Name: Email:	Major: Date:	Full/Part Time? Full / Part UH ID number:

Attach a one-page concept statement about a new business idea which includes:

- 1) A two-sentence summary of the business concept
 - Describe what is being sold, to whom, and why a customer will buy.
- 2) Product or service
 What is being sold? Why is the product/service unique? What are the benefits?
- 3) Customer
 Who is the target customer? What problem/need does the customer have that is not being met?
- 4) Value
 What value is provided to the customers? Why will customers buy this product/service?
- 5) Business model
 How will revenue be generated?