



Deadline January 18, 2010

I2P® Competition: Application Guidelines

Applications must include the following:

- Cover page** that contains:
 1. Track (please indicate Track 1 or Track 2)
 2. Team name
 3. School name
 4. Team member names with contact information (email and phone)
 5. Faculty advisor name(s) and contact information (email and phone)

- One-page summary** that addresses the criteria listed below. When preparing the application, state each question as you see it listed (omitting the items in parenthesis) followed immediately with your answer.
 1. What is your product?
 2. What is the underlying technology and what does it do? (Do not explain how the technology works; doing so may limit your opportunity to obtain a patent on the product.)
 3. How is the product unique and/or innovative?
 4. Who will buy the product? (What is the target market and the initial customer group?)
 5. Why will they buy it? (What is the existing unmet need in the market that your idea addresses?)
 6. What is the size of the market?
 7. What are the barriers to others entering this market? (What intellectual property, licensing strategies, unique capabilities or qualifications exist for your product?)

NOTE: It is critically important that you do not reference a school or team name on the summary page of the submission so that review process can be completely unbiased.

Other application requirements:

- Applications should be sent via email as an electronic file using Microsoft Word or as PDF.
- The font size must be at least 10 point and margins should be at least 0.5 inches.
- Applications will NOT be considered if the summary is longer than one page.

IMPORTANT NOTICE: All applications selected for the competition will be published in the event program brochure and will be made available to the public.

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