

**Dr. Sushil Bhatia Competition for Innovative Ideas**

**Submission Form: Deadline December 31, 2014\***

**Compete for: $100,000 in Cash and Services**

Email completed form (and any questions) to: [sbhatia@suffolk.edu](mailto:sbhatia@suffolk.edu) and

**Upload** the form and any attachments at : www.suffolk.edu/innovativeideas

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Innovator’s Information** | | | | | | | | | | | | |
| Last Name |  | | First | |  | M.I. | | Date | | | | |
| Street Address |  | | | | | Apartment/Unit # | | | | | |  |
| City |  | State | | |  | ZIP | | |  | | | |
| Phone |  | E-mail Address | | |  | Gender: M  F | | | | | | |
| How did you hear about the competition? | | | | | | | | | | | | |
| Suffolk University Student  Suffolk Alumnus  Not Affiliated with Suffolk | | | | | | | | | |  | | |
| **Suffolk Students, fill out sections 1-6 below** | | | | | | | | | |  | | |
| 1. Student ID | 1. Year of Graduation | | |  |  | |  | | | |  | |
| 1. Freshman  Sophomore  Junior  Senior  Graduate Student | | | | | | |  | | | |  | |
| 1. Major/Degree Program | 1. Suffolk School | | |  |  | | | | | |  | |
| 1. Professor’s Name and Course (if submitting as class project): | | | | | | | | | | |  | |
| **Award Category: Check all boxes that apply to you (and your team)** | | | | | | | | | | | | |
| |  |  | | --- | --- | | Freshman Student Award | Graduate Student Award | | Sophomore Student Award | Alumni Award | | Junior Student Award | Frugal Innovation (Bottom of the Pyramid) Award\* | | Senior Student Award | Urvashi Bhatia Green Award\*\* |   \*This category recognizes inexpensive and useful products designed to help the 4+ billion people who live on roughly $2 per day.  \*\*The Urvashi Bhatia Green Award is given to products that meet environmental needs. Winners may promote or incorporate recycling, reusing products, and saving resources. | | | | | | | | | | | | |
| **Non-refundable Application Fee** | | | | | | | | | | | | |
| Suffolk Alumni $50  Student, Not affiliated with Suffolk $35  Non-student, Not affiliated with Suffolk $100 | | | | | | | | | | | | |
| **Payment options**: Checks should be made out to Suffolk University and mailed to:  Sushil Bhatia  Sawyer Business School  8 Ashburton Place  Boston, MA 02108  To pay online, please call Sushil Bhatia at: (508) 523-5014 | | | | | | | | | | | | |

**Instructions**

**1. Read Each Section carefully before filling in any section of this submission form.**

**2. As you complete the form, you’ll learn the importance of each step, which will help you develop your idea.**

**3. It is possible that some of the steps do no apply to your idea. Please mark them as N/A and give a brief reason why those steps are not applicable to your idea.**

**4. Please expand each category as needed to provide information or add more sheets.**

**Step 1: Idea Recorder**

To protect your idea, write down your idea, have it witnessed (below), and sign the confidentiality agreement (at the end). These two signed and witnessed documents are proof that you are the original person who came up with the idea on the listed date.

**Innovator’s (your) Name:**

**Idea Name:**

**Original Date your idea was conceived:**

**Describe the problem you have experienced:**

**Describe your solution to the problem:**

**Who are your target customers?**

**How big is the market for this idea?**

**For Green and Frugal Innovation Award, please provide additional information in steps 7 and 8.**

**Innovator/Inventor’s Signature: Date:**

**Witness Name:**

**Witness Signature: Date:**

**Step 2: Check out the competition**

**(what are the other similar or competitive products)**

**Product Name Paste Image Here (if available)**

**Price**

**Website Address**

**Name of Corporation on Packaging**

**Corporation Website**

**Description of Product:**

**Product Name Paste Image Here (if available)**

**Price**

**Website Address**

**Name of Corporation on Packaging**

**Corporation Website**

**Description of Product:**

**Product Name Paste Image Here (if available)**

**Price**

**Website Address**

**Name of Corporation on Packaging**

**Corporation Website**

**Description of Product:**

**Step 3: Patent Search for competition**

**Remember: This is only to be used as a tool when refining your idea. You can use these patents as reference to help spark an idea as well as help you evolve your idea.**

**You can use websites like** [**www.google.com/patents**](http://www.google.com/patents) **to find similar patents and your idea to use as reference in Section 3: Brainstorming. Save the information of the similar patents you find below:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Patent Number** | **Date of Patent** | **Drawing(s) look similar** | **Comments** |
| **1** |  |  |  |  |
| **2** |  |  |  |  |
| **3** |  |  |  |  |
| **4** |  |  |  |  |
| **5** |  |  |  |  |
| **6** |  |  |  |  |
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| **8** |  |  |  |  |
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| **10** |  |  |  |  |
| **11** |  |  |  |  |
| **12** |  |  |  |  |
| **13** |  |  |  |  |
| **14** |  |  |  |  |
| **15** |  |  |  |  |

**Notes from what you reviewed:**

**Step 4: Refining your idea**

Refining: Using the information from Step 2 and 3 above : Pre-Development it’s time to refine your idea. Keep in mind that just because you may have found similar products and/or patents to your idea, you just have to find a feature that makes yours unique. Once you have chosen a direction, fill in the information below

Unique Features- My idea is unique because…

(List why your idea is better than what is currently on the market.

1)

2)

3)

**Product Benefits**

This product differs from competitive items by…

**Step 5: Idea Drawing**

Make a drawing of your idea or make a sketch elsewhere, scan it and paste the image below

Paste Image Here

Notes about image:

**Step 6: Product Sample**

Make a product sample if possible. Take a picture and paste it below or attach it to this application

**Product Sample Photos**

**Paste Image Here**

Notes about image:

**Step 7: Green Award**

**If you’re applying for the Urvashi Bhatia Green Award, answer the following questions**

1. Describe “green and sustainable” features and benefits of the product.
2. Can your product be made from recycled raw materials?
3. Can the finished product, its packaging, and other components be recycled or reused?
4. How will your product benefit the environment?
5. Will your product save energy/water/other resources?

**Step 8: Frugal Innovation Award**

**If you’re applying for the Frugal Innovation (Bottom of the Pyramid Award), answer the following questions:**

1. Will the product be low cost enough to be affordable by very-low-income ($2 per day) people at the bottom of the pyramid?
2. How will the product reach them?
3. Will it be easy to use by semi-literate/semi-skilled end users?
4. Describe special features of the product that makes it suitable for this category.
5. Are there any shelf life and storage condition requirements? (For instance, some end users might be living in hot, humid, dusty conditions.)
6. In which countries would your product be the most useful?

**Step 9: Summary**

**Summary: Add any additional information you want to provide**

**Step 10: I2E (Idea to Execution)**

1. **Describe why should your idea win the award?**

1. **Why is it important to develop your idea and how will you take it to market i.e. Idea to Execution ?**

**(Briefly describe the steps you will take over the next 12 month period to do so)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ADDITIONAL TEAM MEMBERS:**  Please provide information for other team members (if any). Attach additional sheets as needed. | | | | | | | | | | | | |
| Last Name |  | | First | |  | M.I. | | Date | | | | |
| Street Address |  | | | | | Apartment/Unit # | | | | | |  |
| City |  | State | | |  | ZIP | | |  | | | |
| Phone |  | E-mail Address | | |  | Gender: M  F | | | | | | |
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**FREQUENTLY ASKED QUESTIONS**

**Are there resources to help with this application?**

Yes. Visit [www.suffolk.edu/entrepreneurship](http://www.suffolk.edu/entrepreneurship). The Center for Entrepreneurship’s [Resource Center](http://www2.suffolk.edu/business/53694.html) on the 4th floor of the Sawyer Building works with alumni and faculty to provide mentorship. The Center also offers workshops on Thursdays and Mentor Mondays. You may also meet with Professors Bhatia ([sbhatia@suffolk.edu](mailto:sbhatia@suffolk.edu)) or George Moker ([gmoker@suffolk.edu](mailto:gmoker@suffolk.edu)).

**How much cash and in-kind services are available for the competition?**

Depending on the quality of the applications, there is a total award fund of $100,000 (including cash and in-kind services) that is divided between the winning applicants in each category. Not all categories receive cash and in-kind services.

**What is a green product?**

Green products are less detrimental to the environment than traditional equivalents. For instance, they might have recycled components, be manufactured in a more energy-conservative way, and/or be supplied to the market with less packaging. To be eligible for this award, your idea must help protect the environment or replace artificial ingredients with natural ingredients.

**What does frugal innovation mean?**

Frugal innovation applies to products for the bottom of the pyramid, the largest but poorest socio-economic group. This group includes 4+ billion people who live on less than $2 a day. Frugal innovations need to appeal to a large market without costing much money.

**How will my application be reviewed by the judges?**

Only the new idea concepts are reviewed in the first round. Multiple judges will review applications, and the scores will be aggregated or averaged. The top-24 applicants advance to the second round.

Applicants who advance to the second round will be notified during the last week of January. They must pitch their ideas to the Center for Entrepreneurship Mentors in early February /March 2014. Those who receive the most mentor votes will advance to the third and final round.

In late March, finalists, working with their designated Center for Entrepreneurship Mentors, will have a roundtable discussion with other mentors, presenting their applications. The winners will be recognized at the Entrepreneurship E-Vent held in April 2014.

**All dates subject to change.**

