**Business Shark Application Form**

*Please fill out and submit this Application Form. You will be contacted at the email listed to confirm your participation in the event.*

**This is due on March 23, 2020, and should be submitted to: businessshark@ucc.edu**

Student I.D. #

First Name

Last Name

Phone Number

Union County College Email Address

City

State

Zip

Gender

Year

GPA

What is your product name?

What need does the business idea address or what problem does it solve?

What features of the product or service benefit future consumers? What category describes your product?

Food & Beverage

App/Website

Technology

Housewares/Home Design

Fitness

Nutrition

Health/Wellness

Sports

Beauty

Clothing/Fashion

Toys/Games

Entertainment

Children

Pets

Music

Holiday

Other Category

Who is your customer base/target market? How will they purchase it and how large of a market does it represent?

Who are your competitors?

How will you provide a competitive advantage? Cost leadership? Product differentiation? Core competencies? Please explain.

Do you have a concise and well-defined business model? Please elaborate.

Are you part of a team? If so, please list each teammate’s name along with their email addresses.

Please share a 3-minute video or photo(s) of your product. You can either email us the video, or if it is too big upload it to YouTube, or another video sharing platform, and then write below the video url where we can view the video.