



## Application Questions

### Step 1: Team member information:

- ☐ Waivers: Complete a waiver for each team member in .JPE (photo) or .PDF format.
  - ☐ **Note: any person in the video (even parent or sibling) needs to sign a waiver – include them as a team member.**
  - ☐ There is a separate waiver for the participants younger than 18 years of age. These must be signed by a parent or guardian.
    - [Download Adult Waiver](#)
    - [Download Minor Waiver](#)
- ☐ First and last name and email address of each team member
- ☐ Which of the following best describes you?
  - ☐ Current Student
    - School or university \_\_\_\_\_
    - Grade or class \_\_\_\_\_
  - ☐ Community Member (non-student)
    - Are you an OU Alumni?
- ☐ Primary contact for your team phone number
  - ☐ If under 18: Legal guardians: first and last name and phone number with area code

### Step 2: Name and location of your start up

- ☐ Name of Venture \_\_\_\_\_
- ☐ Venture Location (city name or zip code) \_\_\_\_\_

### Step 3: Select the division that best fits your startup

#### *Application Divisions*

**Pre-Seed Divisions:** Early-stage startups are companies that have not received funds from outside investors (either equity or loans) and are still working on demonstrating product-market fit. Every business starts with an idea and at the early stage you are developing a product or service, seeking to obtain your first customers, and building your brand. The Pre-Seed divisions range from companies who are at the idea stage to those that have a product or service they are starting to sell to customers.

**Seed Division:** You have incorporated your business and you are seeking to grow. Over the life of your business your cumulative revenues must not have exceeded \$100,000 and you have not raised more than \$100,000 in investment in equity or debt.

- ☐ **Pre-seed:** Elementary – kindergarten - 5<sup>th</sup> Grade – 90 sec. video
- ☐ **Pre-Seed:** Junior – 6<sup>th</sup> - 8<sup>th</sup> Grade – 90 sec. video
- ☐ **Pre-Seed:** High School – Grade 9<sup>th</sup> to 12<sup>th</sup> – 90 sec. video
- ☐ **Pre-Seed:** College students – enrolled as undergrad or graduate student part-time or full-time – 90 sec. video
- ☐ **Pre-Seed:** Community – an entrepreneur over 18 seeking to demonstrate your product or service fills a market need. - 90 sec. video max.

- ☐ **Seed:** All ages = 90 sec. video max.

**Step 4: Provide a reference that can speak about your startup's progress**

- ☐ **Reference Contact Information:** (A reference is a customer, mentor, or advisor who can speak about your startup's progress): first and last name, phone number with area code

**Step 5: Answer questions specific to your startup:**

- ☐ Describe your product or service (250-character max)
- ☐ What has been your biggest challenge since you started developing your business concept/company? (500-character max)
- ☐ What progress have you made in the last 3 months? (500-character max)
- ☐ What do you plan to accomplish in the next 3 to 12 months (500-character max)?
- ☐ Elevator Pitch: In one paragraph, describe the company, the problem the company is trying to solve in the marketplace, the shortcomings of existing solutions, the product/service and any accomplishments to date. Please be concise, clear, and articulate. (500 max characters).
- ☐ Link to YouTube video  
**NOTE: Your video must be posted publicly for us to view and share it with EXPO judges.**
- ☐ Links to main social media platforms and website (optional)