

This is a SAMPLE application template. It does not contain information about a real company and should not be considered the required submission format to be eligible to apply to the Entrepreneurial Network. Additionally, each business has a different technology readiness level (early-stage to mature technologies) and we not expect to see the same level of submission for every company.

Company Name/Logo

Company POC, Contact info
Company Location

SAMPLE OUTLINE

COMPANY OVERVIEW / BUSINESS SUMMARY

PROBLEM AND CURRENT SOLUTION, OR CONCEPT SUMMARY

TECHNOLOGY/PRODUCT DESCRIPTION AND DEVELOPMENT TO DATE

BENEFITS, IMPACT, CHALLENGES

MARKET OPPORTUNITY / CURRENT TRACTION

INTELLECTUAL PROPERTY PORTFOLIO

TEAM AND KEY STAKEHOLDERS IF APPROPRIATE

HIGH LEVEL FINANCIALS

COMPETITIVE LANDSCAPE AND DIFFERENTIATION

WHY LOCKHEED MARTIN?

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ALTERNATIVE GUIDE

BUSINESS SUMMARY:

Briefly describe your company's offering(s), the problem(s) it is solving, the market(s) it is serving, and who the competition is.

Provide high-level insight into the lifecycle stage of your business including relevant information such as:

- Company age
- Team size
- Team location(s)
- Investments secured
- Annual revenue
- Profitability
- Customers contracted
- Markets served
- Timeline for the next phases

Explain how you are validating your offering(s) with key prospective customers and/or relevant markets. Describe any prototyping or beta testing you are doing and the next steps.

Identify upcoming milestones and barriers that may prevent you from reaching them.

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OPPORTUNITY:

1. **Need:**

Describe the needs and opportunities for your product.

What problems are you solving?

Tips: Show us that someone can't live without your product.

Cover applications in aviation and beyond.

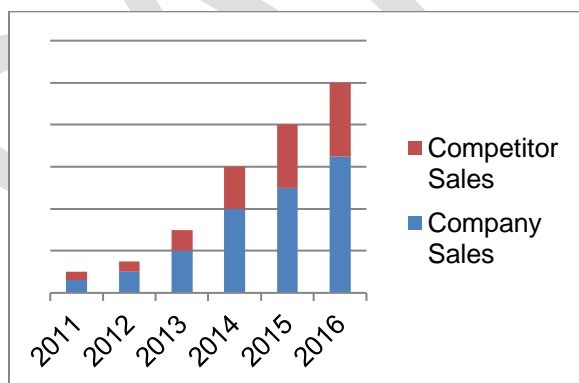
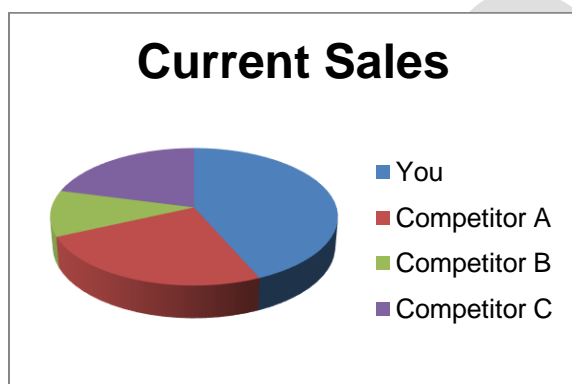
2. **Market:**

What is your target market and how big is the opportunity?

Do you already have clients who have expressed interest? If so, how firm is their interest?

What is the growth forecast for your customer base?

What are the main drivers of market growth?



3. **Competition:**

Who do you compete with?

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How do others address the client's needs? Acknowledge the strengths of your competition and highlight their weaknesses.

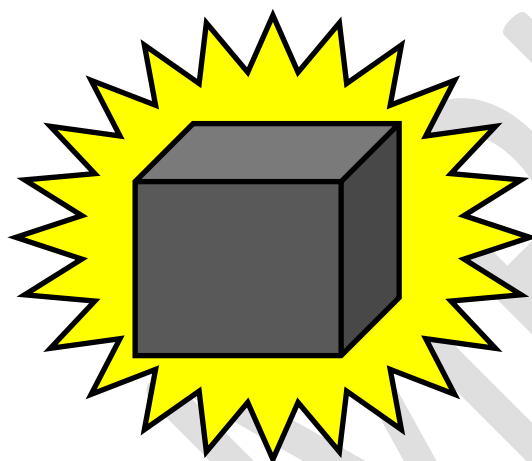
Tip: Every product/service has competitors.

OFFERING AND VALUE PROPOSITION:

1. **Product Description:**

Explain your product, technology, or service.
What is it and how does it work?

Tip: A picture is worth a thousand words.



2. **Product Strengths and Weaknesses:**

How is your product better than those already out there?

Tip: Charts are great too.

Qualities	Feature 1	Feature 2	Feature 3
You	●	●	●
Competitor A	●	●	●
Competitor B	●	●	●
Competitor C	●	●	●

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What may be some limitations of your product?

What are the key risks and how do you plan to mitigate them?

3. Differentiation:

How are you able to do something no one else can or sustain an edge over your competition?

Do you own any intellectual property related to this business? If so, what kind is it? (Patent, trade secret, etc.)

FINANCIALS:

1. Revenue:

How do you/plan to generate revenue?

What does your pricing model look like?

Tip: Provide evidence that it is a sustainable business.

2. Growth:

What is your growth timeline?

How do you plan to scale up?

What market share can you expect to reach and why?

What are possible additional markets and their sizes?

3. Partnering:

Who would be a good partner for your business and why?

What is your exit strategy?

Tip: Identify mutually beneficial relationships you can have with Sikorsky.

THE TEAM:

Briefly introduce the team members with titles and qualifications to support the execution of the business plan.

Tips: We're looking for a well-rounded team.

Remember photos are not allowed.

5 pages total

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