

Submission Guidelines

Idea to Product® Sweden 2012

SUBMISSION

Technology summary submissions should be submitted by email to david.redin@indek.kth.se.

Your submission should include:

- Answers to the questions below
- Names of your team, team members and advisor, including team contact details.

Submission as a PDF is preferable; however word documents will be accepted as well.

THE QUESTIONS

All teams will submit a one to two-page summary (with no less than 10 point font and 2 cm margins) answering the following questions about their technology product or service. You may have a competitive entry without fully complete answers to all questions, but each element will be essential in the selection of teams that will present on October 5.

1. What is your product or service?
2. What is the technology that underlies your product/service?
3. How is your underlying technology unique?
4. Is your product or service innovative? How?
5. How would you define the best initial set of customers? (Who will buy it?)
6. What marketplace need does your product or service address better than any other option? (Why will they buy it?)
7. Describe how you create value for your customers.
8. What is the market and its size?
9. How do you anticipate developing IP protection/strategy for your technology?

PLEASE USE THE FOLLOWING FORMAT

#. <Question Text>?—Answer

Example:

2. What is the technology that underlies your product/service?—Answer... etc.

KEEP THE FOLLOWING IN MIND WHEN PREPARING THE SUMMARY

- The maximum length is **two pages**.
- Do not describe how your technology works; explain what it does and how it fulfills your customers' needs.
- Your submission must be categorized into a themed track: ICT, Energy or Life Science.

DEADLINE AND IMPORTANT DATES

- Deadline for submission to I2P® Stockholm is Sunday September 23, at 11.59 pm.
- Competition takes place Friday October 5, at 5 pm, at INDEK, KTH.
- Winner of I2P® Sweden will be invited to participate in I2P® Global 2012 which takes place November 15-17 in Stockholm.