



2024 JWU Sharkfest Application

Send Completed Applications to [pvd.sharkfest@jwu.edu](mailto:pvd.sharkfest@jwu.edu)

Team Lead Name:	
Student ID (J Number):	
Product Name:	
Entry Category: <ul style="list-style-type: none"> <li><input type="radio"/> <b>Culinary Arts</b></li> <li><input type="radio"/> <b>General Business</b></li> <li><input type="radio"/> <b>General Innovation</b></li> <li><input type="radio"/> <b>Hospitality</b></li> <li><input type="radio"/> <b>Social Ventures</b></li> <li><input type="radio"/> <b>Technology</b></li> <li><input type="radio"/> <b>Wellness/Wellbeing</b></li> <li><input type="radio"/> <b>Other</b></li> </ul>	
Entry Category: <i>If Other, please specify your category.</i>	
What problem are you trying to solve? (How does your product or service solve an unmet customer need?)	
What makes your product or service different (doing something faster, better, or more cost effectively)?	
What market are you targeting (industry, customer demographics, and geography)?	
What is the approximate size of the market you are targeting (provide demographics of the market, size of the market, PESTEL Analysis, etc.)?	
Explain in detail your current stage of development with this venture (early stage thinking, business plan, raised seed money, completed initial market research, etc.). If you have a business or financial plan, please provide it.	
Tell us about yourself (name, year at JWU, major, what was your inspiration for this idea, etc.)	