

Start-up Accelerator: Business Concept Form and Rubric

Application Process:

Along with meeting academic requirements to the Start-up Accelerator Program, you must submit a completed business concept form (BCF) with your application for it to be considered complete and ready for assessment.

The BCF gives you an opportunity to demonstrate a high-level overview of your business idea. It will be used by our assessment team, along with an evaluation rubric, to understand where you are with your business concept and how you intend to further develop it for the marketplace.

There are limited seats available for the Start-up Accelerator program. Should demand exceed seat availability, a competitive process will be used to determine entry into the program. You must score a minimum of 70% on your submission to be considered.

This information, and all documentation related to your NSCC application, is confidential and will be shared only with the NSCC Start-up Accelerator selection committee.

Business Concept Form:

Applicant's Information **Current Student** or **Alumnus**

Student ID:	W _____ (If you are alumni and have forgotten your ID, please leave this blank)
Name:	
Mailing address:	
Telephone number:	
Email address:	
Program you graduated from:	
Graduation Year:	
Campus attended:	

Section 1 - Business Overview:

Business name (if decided): _____

How will you structure your business for legal and registration purposes?

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Sole proprietorship | <input type="checkbox"/> Non-profit |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Society |
| <input type="checkbox"/> Incorporation | <input type="checkbox"/> Unsure |

Are you a first-time business owner? Yes No

Are you starting something new or looking to grow an existing business?

Describe the product or service to be offered:

Section 2 - Business Planning and Operating Information:

Describe your industry knowledge including details such as trends, need in the marketplace for what you are selling, competitors, future outlook of the industry.

Where will the business be located? Where will your customers be located? How do you intend to reach your prospective audience?

Do you have any experience or training related to this business idea? If not, how will your experience and/or training position you for success?

Section 3 - Financial and Preparedness Information:

What, if anything, have you done to start or grow this business?

Have you already registered this business? Yes (if yes, when?) _____
 No

What resources (financial or other) do you anticipate you might need to open or grow your business? How will you fund your expenses, if applicable?

Start-up Accelerator Evaluation Rubric:

Criteria	Meets or Exceeds Standard (7-10 points)	Approaching Standard (4-6 points)	Further Development Required (0-3 points)
Section 1 – Business Overview	Strong & unique offering that is well developed and articulated.	Applicant’s business concept needs development and/or is not articulated clearly.	Significant development of business concept is needed to meet standard.
Section 2a – Business Planning and Operations <i>(Customer and Industry)</i>	Submission clearly identifies potential customers and industry explanation is clear.	Applicant has considered potential customers, but further development needed and/or submission contains limited industry explanation.	Potential customer is unclear and/or inadequate industry information is provided by applicant.
Section 2b – Business Planning and Operations <i>(Experience)</i>	Applicant clearly identifies their experience & ability and its relevance to the business.	Applicant has some relevant experience & ability, but articulation is unclear and/or relevance to the business not explained.	Submission does not clearly identify experience & ability and/or experience and ability not relevant to the business.
Section 3 – Financial and Preparedness Information	Submission clearly identifies the resources and funds needed for business start-up and operations.	Applicant has considered resources and funds required for their business, but they are not clearly defined and/or some resources not mentioned.	Submission does not clearly identify the resources and funds needed to launch the business.

Applicants must score **28 / 40 (70%)** to be considered for this program.

Updated: October 2021