## Draft Program – Team Information Form – Next Round of Funding

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**Team name:**

**Short description of your original idea that received the previous Draft funding**

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**TESTS**

Since your last positive Draft funding application, which of these major tests you’ve done? Mark with X.

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|  | Have built a demo or prototype  |
|  | Potential customers have tested the prototype or demo |
|  | Have done a test marketing campaign with possibility for customers to pre-order or order the product |
|  | Have done patentability analysis or Freedom to Operate analysis |

**Test Description**

Describe how and when you’ve done above mentioned test/tests

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**Test Results**

Describe the results of the test/tests.

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**Insights from the Test**

Describe what insights and learnings you gained from this test. How does it affect your plans and your idea?

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**IDEA**

If your test results were positive i.e. support your original idea, please describe here your idea as usual. If your results were negative i.e. do not support your original idea, please describe here an adjusted version of your idea.

**Product or service description**

In as concrete terms as possible, describe how your product or service will function. What is new or innovative about it?

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**Customer Need**
Reasons why your future customers are buying this product? What are the benefits of your product to your customers? What does it do for them? Define the need independently of your product.

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**Comparison to existing products or services**

Describe existing products, services or methods that customers currently use to satisfy their need. How much are your customers spending money or effort on these options at the moment? How is your product or service better, cheaper or easier than these alternative methods?

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**Financial calculations**
A. How much are your customers willing to pay for a single unit of your product or service? B. How many times a year will they buy from you? C. How many potential customers are there who have this need you are targeting? D. How big percentage of these potential customers do actually need to buy from you in order you reach 1 million in revenue? [1.000.000 € / (A \* B \* C)]. If your customers should buy from you rarely than once a year, change this calculation to a five-year or ten-year revenue calculation.

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**TEAM**

**Team description**
Team’s key people contact information (name, email, phone number, education, school) and description of the roles and tasks in the team.

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**Motivation**
Describe here the long-term motivation for each of the team members individually to be involved in this project. How much time are the team members prepared to invest into this project during the next 6 months?

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**Plan**
What are you planning to do next and how? What kind of tests/tasks will you do? How much time is required to do these tasks?

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**Attachment files**

For example, an illustration or a more detailed description

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**Team member signatures**

I assure that the information of this form is correct and that I as member of the team have read and accept the terms and requirements of the Draft program found at Draft website <http://www.draftprogram.com> and also accept that my personal information is used according to the privacy statement at <http://www.karelia.fi/rekisteriselosteet/Tietosuojailmoitus_Draft_ohjelma.pdf> and <http://www.karelia.fi/rekisteriselosteet/Tietosuojailmoitus_Draft_ohjelma_ENGLISH.pdf>

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| Place and time; signature and name in block letters. |
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