

Concept Summary

Technology Venture

Purpose

The goal of the Technology Venture Summary is to clearly articulate the focus area, status quo, existing need, opportunity, and core technology involved. The document is a one-page summary.

Evaluation Criteria

1. THE STATUS QUO

- a) **What existing problem/condition does your technology solution address?**
- b) **How is it addressed today, and what is wrong or problematic with this solution or approach?**

2. THE INSIGHT

- a) **Describe how this technology will be applied to create a product or service and what makes your solution unique?**
- b) **Who are the potential initial users/customers for this and why might they buy or use it?**

3. THE OPPORTUNITY

- a) **How big is the market opportunity for your solution?**

4. THE TECHNOLOGY

- a) **What is the technology at the core of this venture, and what stage is it at (e.g., idea, research, proof of principal, proof of concept, prototype, finished product)?**
- b) **What supporting data/evidence do you have that your technology works as claimed?**

5. THE TEAM

- a) **Who are the principal investigators/developers of this, and what are their current roles at NYU (student/faculty/researcher, what school, etc.)?**
- b) **What is the background of the invention/discovery?**