**UCL GBSH Healthcare Dragons' Den Application Form**

| Title of your Business Proposal  |  |
| --- | --- |
| Name of students, email address, phone number  | Names | Email addresses | Phone number\* |
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|  |  |  |
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|  |  |  |
|  |  |  |

\* Optional

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**Elevator pitch**

A brief overall description of your treatment, drug or device and why it is a compelling opportunity. What is the problem that you want to solve? Who are your clients / customers/ consumers? What are their unique requirements? Why your product will preferable? Include all segments for which you are creating value. Word count: 150 words

| Description:  |
| --- |

**Your idea**

Describe your idea for a treatment, drug or device and how it is going to address the problem described above. Describes the bundle of products and services that create value for a specific customer segment(s). Does it solve customer problem/ satisfy need. Word count: 150 words

| Description:  |
| --- |

**Development path**

Review the development path to get your treatment, drug or device to the market including cost and timing. Describes the costs incurred to operate a Business Model. Costs are incurred by creating/ delivering value, customer relationships, and generating revenue. Word count: 150 words

| Description:  |
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**Team members**

Describe yourself and your team working on the project. Please provide names, titles and experience and list whether they are part of the company or consultants/advisors. Word count: 150 words

| Description:  |
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Thank you.

