Intel Technology To Market Accelerator@UC Berkeley Application Instructions

1. Fill out the Application Checklist
2. Fill out the Team Description for each of the 3 team members and include the team name at the top
3. Fill out the Business Model Canvas for the proposed idea Resources here: http://bplan.berkeley.edu/Compete/resources.html#bmc
4. Submit to your Intel Representative: educacao@intel.com

Application Checklist

Criteria	Yes/No
A balanced 3-person team that includes an entrepreneur lead, technical expert, and business-savvy mentor	
Ready to make a serious time commitment of 15-40 hours/week each over the 4 month program and all team members able to attend all the training	
Innovative, disruptive, scalable computing technology (software or hardware) in a high impact area including communication, information, healthcare and energy that leverages one or more of the following technology waves: visual computing, computational intelligence, embedded computing, security, connected devices, cloud computing, big data, and social computing	
Ability to build a product demonstration: proof of concept, mockup or working prototype	
Open to learning through the Customer Discovery process, willingness to fail and succeed as a team and work within the uncertain startup environment	
Able to describe the customer value proposition without revealing proprietary intellectual property	
Conversational English language skills. Access to an internet connection fast enough for WebEx video. Can create and edit standard quality videos.	

Team Description

Team Name: Berkeley Bears			
Team Member Name	John Hanke		
University	UC Berkeley		
Degree program and Department/Major	Masters of Engineering/Operations Research		
LinkedIn public profile URL or online biography	www.linkedin.com/pub/john-hanke/0/96/6a8		
Are you the technical expert for this team?	No		
Role (entrepreneur lead, technical expert, business-mentor)	Entrepreneur lead		
Anything interesting we should know about you (be brief)	Speaks seven languages		

SAMPLE

Team Description

Team Name:		
Team Member Name		
University		
Degree program and Department/Major		
LinkedIn public profile URL or online biography		
Are you the technical expert for this team?		
Role (entrepreneur lead, technical expert, business-mentor)		
Anything interesting we should know about you (be brief)		

Canvas Model
Fill out all 9 boxes of the Business Model Canvas In Order 1 through 9

Key Partners 7	Key Activities 5	Value Propositions 1	Customer Relationships 4	Customer Segments 2
Web hosting companies	Build domain expertise	One stop shop for 1) Clear view of resource, skill and capital usage in company 2) Continuous feedback to employees for performance improvement	Self-service, automated services, communities, customized services	Small to medium sized businesses (20 to 1000 employees)
Human resource management companies	Software development and maintenance			
	Key Resources 6		**Channels 3**	
Project management companies	Software developers		Blog and Website HR best practice forums Direct sales E-mail and phone Mailchimp.com	
	Sales force			
	Third party software			

Cost Structure 9	Revenue Streams 8
Software development, product hosting, sales and marketing	Subscription based service, customized software solution

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