

# Student's Guide to Applications for the University Innovation Hub Program

Applying to the University Innovation Hub Program is a unique opportunity to transform your innovative ideas into reality. This guide provides detailed instructions and tips on how to create a compelling application, ensuring your team stands out in the selection process.

## Application Components

Your application must include:

1. **Written Responses** to the provided questions.
2. **A Pitch Deck** that outlines your business idea.
3. **A 1-Minute Video Pitch** where your team discusses the idea.

## Questions to Address

- **Q1: What's your secret sauce? What makes your solution unique from everyone else's?**
  - Explain what makes your solution unique. Focus on the innovative aspects and how they differ from existing solutions in the market.
- **Q2: Startups are notoriously hard. What makes you believe you and your team can pull this off?**
  - Startups are challenging; describe why your team has the right mix of skills, passion, and drive to succeed. Highlight past experiences that demonstrate resilience and commitment.
- **Q3: How will you commercialize your product and generate revenue?**
  - Discuss how you plan to turn your idea into a product or service. Include details on potential markets, revenue models, and scaling strategies.

## Creating a Winning Pitch Deck

Your pitch deck should be of maximum 10 slides. There is a format supplied for you.

Be concise yet informative, including slides on:

- The problem and your innovative solution.
- Market analysis and target audience.
- Business model and commercialization strategy.
- Team introduction and roles.
- Any initial findings, prototypes, or preliminary data.

## Video Pitch Guidelines

Your video pitch is your chance to bring your written application to life. Tips for a successful video:

- **Be Concise and Clear:** With only 1 minute, ensure every second counts. Practice your pitch to maintain clarity and focus.
- **Engage the Viewer:** Show enthusiasm and confidence. Your passion for the project should be evident.
- **Visual Support:** Use visuals or quick cuts to sketches, diagrams, or prototypes that enhance your presentation.

### Scoring Criteria

- **Innovation and Novelty of Idea (30 Marks):** Your idea should be unique with a clear explanation of its innovative elements.
- **Problem Solution Fit (20 Marks):** Demonstrate a thorough understanding of the problem and how your solution effectively addresses it.
- **Commercialization Prospects (20 Marks):** Outline the potential market size and scalability of your product or service.
- **Team Diversity (10 Marks):** Showcase the diverse expertise of your team members and how this diversity enhances your project.
- **Team Depth/Strength (10 Marks):** Highlight your team's specific skills and experiences relevant to the project.
- **Pitch Deck & Video (10 Marks):** Your pitch should clearly articulate your idea and its potential impact in an engaging manner.

### Requirements

- **Female Member:** Ensure at least one team member is female [mandatory].
- **Faculty Advisor:** Having a faculty advisor is recommended.
- **Multi-discipline:** Having team members from different departments and academic backgrounds is encouraged.

### Tips for a Strong Application

- **Tailor Your Responses:** Each answer should be tailored to the question while ensuring it contributes to a cohesive overall narrative of your project.
- **Focus on Clarity and Detail:** Be specific in your descriptions and explanations. Vague ideas or generic responses are less likely to score well.
- **Proofread:** Errors can distract from the content. Make sure your application is polished and professional.
- **Practice Your Pitch:** Rehearse your video pitch multiple times. A smooth, confident delivery can make a significant difference.

By following these guidelines and putting forward a thoughtful, well-prepared application, you'll improve your chances of success in the University Innovation Hub Program. Good luck!