

STELLENBOSCH UNIVERSITY



BUSINESS IDEA DISCLOSURE FORM

The purpose of this form is to voluntarily disclose information relating to a new business idea to the University, for the University to support the initiative taken by the disclosing party and to ensure that all possible intellectual property rights (incl. know-how) are adequately protected on behalf of the individual and the University. This will enable the individual and the University to exploit such an idea commercially in partnership, while the rights of the entrepreneur(s) are also protected.

1. TITLE (name of proposed business)

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2. ORIGINATOR OF THE IDEA

Full names (and title)	Signature	Date
Address (home)		
Faculty		
E-mail and telephone no.		
Department		
Sponsor / Financier		

3. ORIGINAL BUSINESS IDEA

What is the business idea?

Concise description of your vision and uniqueness of the idea.

4. DISCLOSURE INFORMATION

QUESTION	REMARK																
BUSINESS MODEL <small>[Section 2.1]¹</small>																	
Describe the product briefly in more detail. What is the major innovative idea involved?																	
Who will use it? Identify broad categories of potential users.																	
Roughly how many users are there in each broad category?																	
What problem are you solving for users in each category? How important is the solution of the problem for the users? Describe the <i>inconvenience</i> that potential users experience at present.																	
Describe the units in which sales may be recorded in each category.																	
How are potential users solving the problem currently? Are there currently similar/competitive products on the SA and foreign market?																	
<p>Draw up a table of potential business models. Try to identify at least three models (different client and/or product permutations)</p> <p><i>Business Model</i></p> <table border="1" data-bbox="148 1077 730 1245"> <thead> <tr> <th><i>Model:</i></th> <th><i>Product</i></th> <th><i>Client</i></th> <th><i>Units</i></th> </tr> </thead> <tbody> <tr> <td><u>1</u></td> <td><i>transport</i></td> <td><i>farmers</i></td> <td><i>per ton</i></td> </tr> <tr> <td><u>2</u></td> <td><i>logistics</i></td> <td><i>businesses</i></td> <td><i>per kg-km</i></td> </tr> <tr> <td><u>3</u></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	<i>Model:</i>	<i>Product</i>	<i>Client</i>	<i>Units</i>	<u>1</u>	<i>transport</i>	<i>farmers</i>	<i>per ton</i>	<u>2</u>	<i>logistics</i>	<i>businesses</i>	<i>per kg-km</i>	<u>3</u>				
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MARKET SEGMENTS <small>[Chapter 3]</small>																	
<p>Identify the <u>Key Success Factors</u> (KSF) relevant to users in the business model of your choice. Form possible groups of the most important KSFs to indicate potential market segments. <small>[Section 3.5.2]</small></p> <p><i>Example: quality, availability, image</i></p>																	
<p>Identify potential <u>Market Segments</u> (users with the same need, niche market) to which this product could be sold by using the groups of KSFs as a starting point.</p> <p><i>Remember, your goal must be to be the dominant market leader in the chosen segment. This is not always attainable in all segments, so study and choose the segments carefully.</i></p>																	
<p>Establish your own <u>Competitiveness</u> in that each identified market segment. <small>[Sections 7.2 and 7.3]</small></p> <p><i>Remember, you must be the first (or among the very first) to enter an identified market segment to have the best change to dominate that segment.</i></p>																	

¹ References in square brackets refer to MW Coetzer, *Engineering Entrepreneurship*, 2004, preliminary edition.

QUESTION	REMARK
Identify and analyse each Market Segment's <u>Attractiveness</u> , referring to each segment's size, value to users and reference sites. [Section 2.7]	
PORTFOLIO DIAGRAM [Section 7.4]	
The prescribed Portfolio diagram must now be completed with care. The objective is to assess your product's competitiveness as well as attractiveness in the proposed market segment <i>before</i> entry.	
RESOURCES REQUIRED	
What is your estimate for resources required to establish the commercial venture? Please provide initial budget, which includes: <ul style="list-style-type: none"> - Capital equipment; - Operating capital; - Other finances required; - Key financial and other risks. 	
How do these estimated resources compare with resources required for existing or comparable products?	
Assess the financial and other risks for setting up a production operation. List the risks and rate each one (High/Med/Low).	
FINANCIAL INFORMATION	
Attach a preliminary Income and Balance Statement to indicate: <ul style="list-style-type: none"> - Projected Income; - Cost structure (salaries, running cost); - Capital available and required; - Loans required. <p><i>The staff at InnovUS will gladly assist you with the required format.</i></p>	
How will the company survive while it develops the product and the market? Indicate profitable projects that could be executed to enable financial survival.	
GENERAL	
In what capacity would you personally wish to be involved?	
How do you see the interaction between your present research group and the envisaged company?	
Give an indication of the timeline from start-up phase to output and eventually reaching the market place with the new product and/or service.	

5. RESEARCH CONTRACT

Does this idea emanate from a research grant? If yes, attach a copy of the contract and provide the details of the Sponsor hereunder.

YES		NO	
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Sponsor / Financier

	R		
Name of Institution	Amount of Grant	Contact Address	Date

6. BY DEAN AND HEAD OF DEPARTMENT

The dean or departmental chairperson must consider and recommend the idea on its merits.

"I hereby recommend the commercial exploitation of the disclosed business idea."

Name	name		
Dean: Faculty	Chair: Department	Signature	Signature

7. BY DIRECTOR: RESEARCH

The Director: Research must consider and recommend the idea on its merits.

"I hereby recommend the commercial exploitation of the disclosed business idea."

Name	
Director: Research	Signature

8. CO-FOUNDER(S) AND OTHER PERSONS

First co-founder

Name	Signature	Address	% Contribution to idea

Second co-founder

Name	Signature	Address	% Contribution to idea

Key Success Factors - Weightings

KSFs	Weights Segment 1	Weights Segment 2	Weights Segment 3	Weights Segment 4

Competitiveness Table

KSFs	Weights	NewCo	Competitor 1	Competitor 2

Market Segment Table

No	Segment name	Competitiveness
1		
2		
3		
4		

Attractiveness Table

No	Segment	Size	Value	Reference hubs
1				
2				
3				
4				

Portfolio diagram

Attractiveness	High			
	Moderate			
	Low			
		Strong	Moderate	Weak
Competitiveness				