

Thanks for your interest in the  
**SEMANTIC Technology Business Idea CONTEST 2007!**

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Please answer the questions below as completely as possible. Give clear, short and on the point answers. Do avoid using superlatives and general phrases but give facts instead.

You can submit an abstract of your idea until the 07.05.2007. Full applications can be accepted until the 15.05.2007.

The abstract application must not exceed 500 characters.

The full application document for Part 1 & 2 must not exceed 5 pages, font size 12.

Contributions are submitted through the conference website.

### **Part 1 Overview**

1. What's the name of your group/project?
2. What is the real-business world problem you are addressing?
3. What semantic enterprise products or services will you provide to solve it?
4. What's innovative & new about what you will be doing?
5. How much cost savings and/or new business will it bring to your potential customers (give numbers)?
6. How will you make money with your idea?
7. How big is the market opportunity?
8. How long have you been working on your idea, when will a prototype be ready and when do you plan to hit the market?
9. How much money will you need to start? / How much will the project roughly cost?

### **Part 2 Details**

1. What makes your idea great?
2. Who are or will be your direct or indirect competitors (including URL if existing)?
3. What's the unbeatable advantage you will have over them?
4. How difficult will it be for smart competitors to duplicate your idea?
5. What 3 main risks do you see in terms of technology, market and setting up your team?
6. What makes each member of your team special and demonstrates their abilities to successfully implement their idea.
7. Why would you want to set up a company around your idea?
8. Describe in your own words, why your project should win this contest (max. 200

words).

### **Part 3 Registration Data**

1. Provide the list of names of each team member, his or her education level and employment status, email address and phone number and postal address.
2. Who will be our primary contact for this application?
3. Who will be able to present the company in the “5 Nominees” presentation and who could come to pick up the price?

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