



Are YOU the next big thing in technology?
Here's your chance to showcase it...



Deloitte Top Technology Talent Competition Entry Form

Name (Individual Entry or Group Leader)	
3rd Level Institution	
Course	
Year of Graduation	
Email Address	
Mobile Number	
How did you hear about the competition?	

Group Members:

(If entering as a team, there is a maximum of 3 people allowed in total)

Name	Course	Year of Graduation

Instructions

- Please complete all fields
- First of all, you'll need to give us some information about yourself. If you are entering as a team we need the names of all team members
- If entering as a team, there is a maximum of 3 people allowed in total
- Then you'll need to give your entry a title, answer 2 questions and submit a business plan
- A larger version of the business plan is available at <http://www.businessmodelgeneration.com/canvas>
- We also suggest you watch the short video on that page about how to use the canvas
- We suggest the two questions be answered in approximately 300 words each - we don't expect essay length answers and bullet point answers are fine
- Try to be as concise as you can but make sure you don't miss any of your key points
- For each section, we have provided some notes on what you should cover in each section so it's very clear what you need to do
- For the business plan, we have included a link to an explanatory video which will help you
- All of the fields are required to be completed and again, feel free to use bullet points to get your ideas across concisely
- Include any details of how you have made use of campus resources. E.g. using social media for market research or feedback
- We will contact you within 24 hours of your submission to confirm we have received it. If you do not hear from us please contact us on toptech@deloitte.ie

Remember, this is a competition and we can only shortlist the best ideas that have been communicated clearly.

If you have any specific questions, please email toptech@deloitte.ie

Closing date for submission of this entry form is midnight on 20th March 2015. Late or incomplete entries will not be considered.

[Please see terms and conditions.](#)

Good luck!

Submission

Entry Title (where applicable)

Section 1: Executive Summary of your Technology Business Idea

What is your product/service idea? What inspired your product/service?

Section 2: Technology

If your idea is a technology product please describe the components and design.

If your idea is dependent on technology please explain what technologies it utilises and how they are implemented.

Section 3: Business Model Canvas

The Business Model Canvas

Designed for:

Designed by:

On:
 Iteration:



Key Partners

Who are our key partners?
 Who are our key suppliers?
 Which Key Resources are we acquiring from partners?
 Which Key Activities do partners perform?

Partnerships can be used to:
 • Reduce risk
 • Increase efficiency
 • Access new markets
 • Gain new resources and activities



Key Activities

What Key Activities do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue streams?

Key Activities can be:
 • Production
 • Distribution
 • Platform/Network
 • Problem Solving



Key Resources

What Key Resources do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue Streams?

Key Resources can be:
 • Financial
 • Intellectual
 • Human
 • Physical
 • Social



Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
 Which ones have we established?
 How are they integrated with the rest of our business model?
 How are they integrated with the rest of our business model?
 How are they integrated with the rest of our business model?

Customer Relationships can be:
 • Personalized
 • Automated
 • Self-Service
 • Community
 • Co-Creation



Channels

Through which Channels do our Customer Segments want to be reached?
 How are we reaching them now?
 How are our Channels integrated?
 Which ones work best?
 Which ones work best?
 Which ones work best?
 How are we integrating them with customer routines?

Channels can be:
 1. Direct Sales
 2. Retail Partners
 3. Distribution Partners
 4. Resellers
 5. Intermediaries
 6. Sales Force
 7. Social Media
 8. Influencers
 9. Content Marketing
 10. Email Marketing



Customer Segments

For whom are we creating value?
 Who are our most important customers?
 How wide is our market?
 How narrow is our market?
 How many different profiles?



Revenue Streams

For what value are our customers really willing to pay?
 For what do they currently pay?
 How are they currently paying?
 How much do they pay?
 How much do they pay?
 How much do they pay?
 How much do they pay?

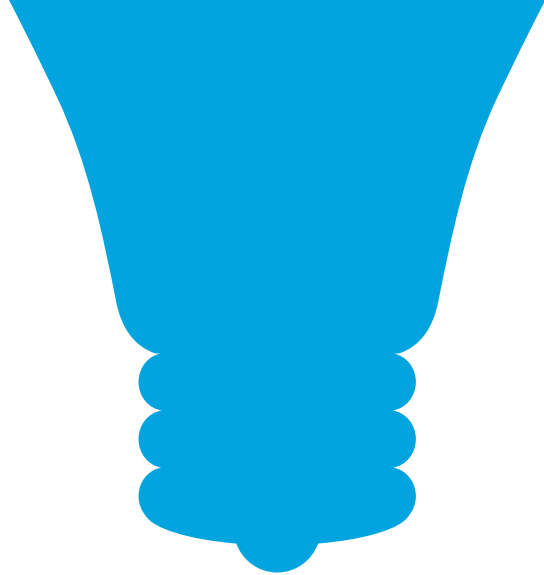
Revenue Streams can be:
 • Transactional
 • Subscription
 • Rental
 • License
 • Commission
 • Advertising
 • Brokerage
 • Investment
 • Royalty
 • Contribution
 • Usage-based
 • Performance-based
 • Fixed-fee
 • Variable-fee
 • Free
 • Freemium
 • Pay-what-you-want
 • Pay-what-you-can
 • Pay-what-you-value
 • Pay-what-you-use
 • Pay-what-you-get
 • Pay-what-you-need
 • Pay-what-you-wish
 • Pay-what-you-choose
 • Pay-what-you-think
 • Pay-what-you-feel
 • Pay-what-you-mean
 • Pay-what-you-know
 • Pay-what-you-believe
 • Pay-what-you-care
 • Pay-what-you-love
 • Pay-what-you-hate
 • Pay-what-you-dislike
 • Pay-what-you-don't like
 • Pay-what-you don't want
 • Pay-what-you don't need
 • Pay-what-you don't use
 • Pay-what-you don't get
 • Pay-what-you don't want
 • Pay-what-you don't need
 • Pay-what-you don't use
 • Pay-what-you don't get



Cost Structure

What are the most important costs inherent in our business model?
 Which Key Resources are most expensive?
 Which Key Activities are most expensive?
 Which Key Partners are most expensive?

Cost Structure can be:
 • Fixed Costs
 • Variable Costs
 • Semi-variable Costs
 • Overhead Costs
 • Direct Costs
 • Indirect Costs
 • Sunk Costs
 • Opportunity Costs
 • Externalities
 • Transaction Costs
 • Agency Costs
 • Monitoring Costs
 • Bonding Costs
 • Specific Investments
 • Relationship-Specific Investments
 • Relationship-Specific Assets
 • Relationship-Specific Capabilities
 • Relationship-Specific Knowledge
 • Relationship-Specific Information
 • Relationship-Specific Power
 • Relationship-Specific Influence
 • Relationship-Specific Reputation
 • Relationship-Specific Credibility
 • Relationship-Specific Trust
 • Relationship-Specific Loyalty
 • Relationship-Specific Commitment
 • Relationship-Specific Sacrifice
 • Relationship-Specific Risk
 • Relationship-Specific Uncertainty
 • Relationship-Specific Ambiguity
 • Relationship-Specific Complexity
 • Relationship-Specific Inconsistency
 • Relationship-Specific Contradiction
 • Relationship-Specific Conflict
 • Relationship-Specific Tension
 • Relationship-Specific Stress
 • Relationship-Specific Strain
 • Relationship-Specific Anxiety
 • Relationship-Specific Worry
 • Relationship-Specific Fear
 • Relationship-Specific Horror
 • Relationship-Specific Shock
 • Relationship-Specific Surprise
 • Relationship-Specific Disappointment
 • Relationship-Specific Frustration
 • Relationship-Specific Regret
 • Relationship-Specific Guilt
 • Relationship-Specific Shame
 • Relationship-Specific Humiliation
 • Relationship-Specific Embarrassment
 • Relationship-Specific Awkwardness
 • Relationship-Specific Awkwardness
 • Relationship-Specific Awkwardness



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