



Business Idea Competition (BIC) 2019

Opportunity Identification Form

Applicants' Details

Individual

Group

Name(s)	Registration No(s)	Contact No(s)

Description

Product

Service

Technology

Solution

(Hint: Briefly describe the features and benefits of your business idea)

Uniqueness

(Hint: If it is a product/service, identify the direct and indirect competitors and distinguish your idea from them. If it is a technology/solution, identify the existing technologies and solutions and distinguish your idea from them)

A large, empty rectangular box with a black border, occupying the upper half of the page. It is intended for a drawing or a detailed written response.

Target Market

(Hint: Identify your direct customers, their characteristics, size of the market and explain your marketing mix)

A large, empty rectangular box with a black border, occupying the lower half of the page. It is intended for a drawing or a detailed written response.