

Here is an example of how to format your submission:

Team Name: Peru Air
Contact Person: Erik Sander
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Who are you?

I'm Erik Sander and I'm a clinical professor in the Colleges of Engineering and Business at the University of Florida, an entrepreneur who has founded several companies, and the Director of Industry Programs for the College of Engineering. I was traveling in Peru last year and couldn't help but enjoy the crisp mountain air, which led me to the idea of capturing that experience for others to enjoy. My experiences as an entrepreneur, my current training in entrepreneurship at UF, and my ongoing contacts in Peru should provide me with the assets to bring mountain air to my market.

What are you planning?

I hope to bring the Peruvian mountaintop experience to my customers. In order to do this, I'm considering developing a product that is similar in design to bottled soda or water, but I'll be bottling Peruvian mountaintop air instead. This is unique in that no other product of this nature exists to my knowledge. Just as bottled water or soda is marketed as an instant gratification of thirst and taste, my Peruvian Mountaintop Air in a Bottle, will provide customers with an "instant vacation" to this beautiful vacation destination. The bottle or container will probably be made of some flexible medium with a one-time removable opening and with a sufficient volume (features) sufficient for the user to squeeze the container and inhale the entire contents of the container (function) at once for maximum "vacation" effect (benefit).

Why can you do it better than anyone else?

Since no similar product is available today, my company will be the first one of its kind to provide customers with this unique vacation experience in a bottle. Undoubtedly, other companies ranging from other start-up companies to large industry players will quickly realize the incredible demand for this product and will flock to capture some share of this booming market. My product will be differentiated by branding through the unique shape of the container (in the form of the Peruvian mountain range) and the fact that I have a tribe of Peruvian natives under exclusive contract to containerize the best Peruvian mountaintop air for me.

And so on.....