**Accelerator Guelph Market Validation Application**

**Team Leader Name**:

**Business (team) Name**:

**Email**:

**Phone**:

**Additional Team Members**:

**Website – if applicable**:

**Executive Summary**:

Briefly describe your business idea and the underlying **research** that gives you a competitive advantage.

**Business Focus -** Which sector(s) will your business create the biggest impact? Check all that apply

* Food
* Agriculture
* Bio-tech
* Retail
* Business to Business
* Business to Consumer
* Financial Transactions (including ecommerce)
* Other, describe:

**Vision of Success** - Briefly describe where you want your business to be in 12-months:

**Novelty and MVP: - What makes your business unique? Theoretically, describe your first minimum viable product (MVP)**?

All applicants (team leaders) must attend an interview with the New Venture Creation team at the Research Innovation Office to determine the suitability of the Accelerator Guelph program to benefit your business/idea consistent with the goals of Food from Thought Initiative.