**INNOVATION LAB APPLICATION**

The following questions are intended to provide a summary description of your business.

The business information that you submit in this application will constitute a public record under the Public Records Act. Public records are subject to disclosure. Please do not provide any information that you consider to be confidential or proprietary.

**GENERAL INFORMATION**

Business Name: Click or tap here to enter text.

City Location: Click or tap here to enter text.

Principal Officer(s) and Titles: Click or tap here to enter text.

State of Washington Unified Business Identifier Number: Click or tap here to enter text.

Date Business was Established: Click or tap here to enter text.

Average Yearly Gross Revenue: Click or tap here to enter text.

**Contact Information for Principal Officer/Person Completing this Application:**

Name: Click or tap here to enter text.

Address: Click or tap here to enter text.

City: Click or tap here to enter text.

State: Click or tap here to enter text.

Zip Code: Click or tap here to enter text.

Office Phone: Click or tap here to enter text.

Cell Phone: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

**BUSINESS DESCRIPTION**

**1. WHAT WE DO**

Provide a description of the business, including the range of products and/or services offered. Describe the significant problem that your business solves for its customers. Click or tap here to enter text.

**2. HOW WE DO IT - WHAT MAKES US UNIQE**

Describe the key factors that differentiate your business and that provide you with a unique selling proposition over your competitors.

Click or tap here to enter text.

**3. WHO ARE OUR CUSTOMERS AND PARTNERS**

Describe the market, the purchase decision makers, the sales and distribution channel(s) and the sales cycle used to identify prospective customers and close sales.

Click or tap here to enter text.

**4. HOW WE MAKE MONEY**

Describe the revenue model for the business, including its primary revenue sources and secondary sources if applicable.

Click or tap here to enter text.

**5. HOW LARGE IS THE MARKET OPPORTUNITY**

How big is the target market that your business is focused on, and what share of the market are you seeking to gain?

Click or tap here to enter text.

**6. WHAT ARE THE COMPETING SOLUTIONS**

Describe the alternative businesses and products and/or services that offer your customers a solution.

Click or tap here to enter text.

**7. WHO WE ARE**

Describe the principal participants in the business. What roles do they play and what are their specific strengths? What makes these individuals unique?

Click or tap here to enter text.

**8. WHAT DO YOU HOPE TO GAIN FROM THE INNOVATION LAB**

What to you hope to gain from participating in the Innovation Lab?

Click or tap here to enter text.