

GATOR PIT

APPLICATION

UF | IFAS Extension
UNIVERSITY of FLORIDA



Primary Applicant Name: _____

Business Name: _____

Business Website (if applicable): _____

If applying as a group, name(s) and birthdate(s) of your collaborator(s):

Primary Applicant Address:

Applicant Phone: _____ Applicant Email: _____

Applicant Birth date: _____

Describe in detail what your business or product is, what it does, or how it works. **Please provide a one page pitch to answer this question on an additional sheet.** You're going to be pitching this plan to some of the savviest Gators in Florida, so be ready to answer some tough questions to justify why your business deserves to win.

1. What stage is your company in? Please check one and explain:

Research and Development

Product Development

Expansion

2. How much money have you invested in the company over what timeframe? What for?

3. When did you first begin working on the idea? How did you come up with it?



4. What was the gross income from your business in the past 6 months, if applicable? What was the net?
If you are not yet generating income, skip to question 5.

Gross: _____

Net: _____

5. What are your projected sales for the next 6 months, or the first 6 months after you begin operations?
How did you come up with those projections?

6. What attempts have you made to build your business? Please describe each attempt and its outcome.

7. Why do you want to pitch your business? What will you do if you earn the \$1,500 investment?

8. What is your unique selling proposition? What is the “hook” that makes your product or service notable?

9. What are the biggest hurdles your business has had to face, and how did you and your business overcome them?